

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

Buy St. Louis 'a la card*

KTVI rate card
your lowest
"wampum"
per thousand
TV buy
in St. Louis

Represented
nationally by

KTVI 20
CHANNEL
ST. LOUIS

SPOT TV GIRDS FOR BATTLE WITH NETWORKS

Challenge of web spot
carriers is spurring
strong selling, move to
oust webs from TvB

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Saturday morning is no longer net tv stepchild

Page 30

The client with the tight radio budget—Part two

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What ARB's new studies on tv viewing show

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Crêpes a la Masson

OLD NEW ORLEANS FAVORITE

- 1 lb. Lump Crabmeat
- 1 lb. Cooked Shrimp
- 1 lb. Cooked Lobster Meat
- ½ cup Chopped Shallots
- ½ cup Chopped Mushrooms
- ½ lb. Butter
- 2 cups White Wine
- 1 cup Cream
- 4 Egg Yolks

Cognac

Favorite Pancake Recipe

Sauté shellfish ingredients with ¼ lb. butter for five minutes. Sauté shallots and mushrooms with ¼ lb. of butter until shallots are soft, then add white wine and cook for five minutes. Add to this mixture cream and cook until simmer. Remove from fire and add egg yolks. Flambé-baste shellfish mixture with cognac and combine ½ of shallots and mushroom sauce. Prepare 12 crepes (use favorite pancake recipe and thin slightly) and fill each with shellfish mixture, roll, and serve at once covered with remaining sauce. Superb serving for six.



Prepared at Masson's Beach House by Chef de Cuisine Ernest Masson

WWL-TV... new New Orleans Favorite

ENTERTAINMENT PLUS is the key to New Orleans television . . . and the ENTERTAINMENT PLUS station in New Orleans is WWL-TV.

Here are two outstanding SHOWS, each a PLUS, presented on WWL-TV. Each day of the week Hap Glaudi, the premiere sports authority in New Orleans, brings to sports fans throughout the WWL-TV viewing area sports reporting in depth. His highlights of the latest sports events and hard-hitting opinions about the sporting world grab the attention of every viewer.

Another ENTERTAINMENT PLUS feature of WWL-TV is its wonderful 6 p.m. programming. 6 p.m. on WWL-TV Monday through Friday means the most exciting series of programs in town. • Yancy Derringer on Monday continues to merit one of the strongest ratings in the area. • Tuesday finds the population watching Official Detective. • This Navy town watches Silent Service on Wednesday. • Arthur Jones, local big game hunter, presents his highly-rated Wild Cargo program each Thursday. • Last, but not least, is Man Without A Gun seen on Friday.

These are but a few of the ENTERTAINMENT PLUS FEATURES on WWL-TV. Get the complete story from Katz, and then sell your product on the ENTERTAINMENT PLUS station in New Orleans.



WWL-TV

NEW ORLEANS

Represented Nationally by Kotz

WPEN

PHILADELPHIA

Creates A Responsive Audience
With

PACE SETTING

***VIGNETTES**
25 DAILY

EXCLUSIVE

***HELICOPTER**
TRAFFIC REPORTS

VETERAN

PERSONALITIES

FIGHTING

EDITORIALS
FIRST IN PHILADELPHIA

MIDDLE OF THE ROAD

MUSIC

AWARD WINNING

***NEWS**

WPEN

PHILADELPHIA

**Ask For Availabilities*

Represented Nationally By **GILL-PERNA**

IN
RADIO
IT'S
THE
SALES
CLIMATE
THAT
COUNTS



SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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27 With network spot carriers accounting for 41% of new prime time schedules major rep firms step-up efforts to push spot's flexibility

Saturday morning no longer web tv stepchild

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The client with the limited radio budget

32 For the small budget advertiser, radio with its low cost and remarkable flexibility is one of today's soundest media buys. Part two of a series

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Two new ARB studies on tv viewing

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Mercury dealers accelerate radio drives

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**I'LL SAY THIS...**

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group . . . covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"



Raymond W. Saxon

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation

Call your
WLW Representative . . .
you'll be glad you did!



Crosley Broadcasting Corporation



The **Pennsylvania Rifle**, also known as the Kentucky rifle, was developed in the Mylin Gun Shop, Lancaster, Pennsylvania. It was used by early settlers and frontiersmen because of its accuracy and dependability.

Pioneering in Pennsylvania

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

28 August 1961

SPONSOR-WEEK

CUT-INS FACE FREEZE

Buying of local spots within network shows may slow
over new 'spot' vs. 'network' talent rate controversy

Local spot buying in certain kinds of network programs could come to a halt as agencies have suddenly become aware of a talent payment provision in SAG contracts.

In fact, it's understood that Y&R, for one, won't buy any more local spots in network shows until the matter is cleared up.

What are affected are local spots in network programs. These are, for example, spots in participating tv shows such as *Today* and *Jack Paar*, and in shows like *Meet The Press* (all NBC TV), *Marshall Dillon* (Gunsmoke repeats on CBS TV), plus a host of daytime shows and all co-op shows.

Also involved are locally sold spots in markets of shows purchased elsewhere by network sponsors.

In a nutshell, the problem is this: agencies and clients have been buying such announcements on the assumption that they call for "spot rate" talent payments.

This assumption is now in doubt. Technically, commercials in network programs could come under the SAG "network rate" even if such announcements are strictly local.

The interpretation of this "fine print" definition is now a matter for top priority, secret negotiation between agencies, networks, and the union.

No decision is expected to be reached for another two weeks, and

no announcement of any decision is expected before perhaps mid-September.

The amount of money which stands to be affected, impossible to estimate with any accuracy, is felt to be substantial.

If the union agrees to a re-interpretation of present contracts so that such local announcements in network shows are actually paid for at "spot rate" instead of "network rate," then the present bottleneck will be smashed and the whole matter virtually forgotten.

But if any other reading is the result of current negotiation, then a period of great trouble and expense for agencies and advertisers is possible.

One immediate question would be whether the agencies or advertisers are liable. In one case during a previous season, one agency—which had already lost the beer client involved—had to make a talent settlement for local radio spots inserted unwittingly at spot instead of network rates in a network radio program.

The present controversy in no way concerns "wild spots," which are announcements between programs. Only "program commercials," that is, announcements within shows, are being examined.

The controversy appears to hinge
(Continued on page 9, col. 1)

NETWORK SPOTS IN REGIONAL RADIO?

ABC Radio's *Flair* may have some regional programming with-in it this fall.

The plan is to substitute regional personalities for the network feed on an occasional or regular basis, depending on how the stations feel about it.

The 55 minute show is carried in brief segments daily each afternoon on around 290 stations. All commercials in *Flair* are national.

RKO Gen'l & ABC TV's new reps in hiring rush

Nineteen account executives were hired this week by the New York offices of two newly formed "self-rep" houses.

RKO General National Sales Division hired 13 "sales executives," five for radio and eight for television, and ABC TV National Station Sales put on six sales personnel.

The RKO General radio people hired by Don Quinn are Richard J. Kelliher, H. W. "Bud" Simmen, Tom Green Jr., James H. Fuller, and Victor E. "Buck" Forker.

Tv executives joining the RKO General unit are Jerry Molfese, Gordon Lawhead, Richard B. Colburn, Sidney P. Allen, James A. Gates, Mort Zimmerman, John A. Fernandez, and James V. Marino.

Meanwhile, going to ABC TV NSS are Thomas Belviso, Donald Bowen, Jerome McCauley, Fred Nettekere, Thomas O'Dea, and Martin S. Polins.



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

GROWING PAINS

From where we sit, it would become increasingly amusing, if it weren't so tragic, to view the frantic efforts of those who would oppose and restrict the fuller development of television broadcasting. These oppositions take a multitude of forms, but in general they all have the effect of seeing to it that as few as possible new television stations get built.

With rare exceptions, those who are busiest trying to block the more complete development of this industry are the very ones who owe the most to its past growth and present status and are the same who proclaim their devotion to its potential in grandest terms.

We can find no argument against this expansion that has been advanced to date which can stand against logical analysis . . .

We find it very difficult to understand how 'the people' are going to suffer by the expansion of television in any of the various manners that are obvious.

We find it hard to understand how advertisers, whatever their size and scope, are going to suffer from such an increase in television broadcasting.

We find it hard to understand how any of those who supply their labor, or services, or products, or equipment, or talent, to this industry can suffer by the increasing of its opportunities.

We do find, however, that some broadcasters, unfortunately extremely influential, undeniably 'have it made' under the present and inexcusably long continued allocations policy. Such are the ones who might stand to lose their positions of monopoly or near-monopoly by expansion of this industry to its obvious potentials. It is the more to be regretted that such otherwise staunch defenders of the 'American way' should be the victims of this case of self deceit.

Represented nationally by HOLLINGBERRY

COLUMBIA PICTURES' TV BUY IS A FIRST

A motion picture to be released theatrically by Columbia Pictures will be the alternate sponsor of the daily 6 p.m. Evening Report news program on ABC TV.

It is the first time a single motion picture will sponsor a continuing tv series on a tv network.

Title of the feature is The Devil at 4 o'clock. Sponsorship begins 25 September, and extends for one month.

Co-sponsor of the show is E. R. Squibb.

Admitted Jonas Rosenfeld Jr., Columbia Pictures ad v.p., "We have achieved outstanding results with our television campaigns in recent years, but we have not begun to fully utilize the medium."

Walter Weir, chairman of Donahue & Coe executive committee said that Hollywood's first co-sponsorship of a tv show "brings us a long way from the time, not so many years ago, when Hollywood considered even a 30-second spot a wholly unnecessary payment of tribute to the enemy."

In trade circles the jump of Columbia Pictures into tv sponsorship is regarded as highly symbolic. For it was Columbia Pictures alone of all the majors a decade ago that got into tv program and commercials production through a subsidiary, Screen Gems, while other majors hesitated, giving it an advantage still seen in the tv film field.

Just as other Hollywood producers followed Columbia Pictures into tv film production, so trade observers note they may follow Columbia into tv as sponsors of regular shows.

Continued from page 7, col. 2)

over whether geographic use or program matrix determines a commercial's talent payment and repayment scale.



Norman Kraeft joins Mutual Radio today

Twenty-year veteran farm news broadcaster and program director Norman Kraeft has been appointed director of agricultural affairs for the Mutual Radio Network.

Kraeft was farm director for WGN, Chicago, during the 1950-1960 decade.

At Mutual he will be a broadcaster as well as a program executive. Starting today (28 August) he will be heard twice each morning in newscasts of the five minute type at 6 and 6:30 a.m. and then again for a ten minute Farm World feature at 6:35 a.m.

Kraeft joins Mutual from his present post as consultant to George McGovern, who is special assistant to President Kennedy and director of the U. S. Food for Peace program.

Nielsen top tens for August

Nielsen ranks the top ten tv network shows in average audience in the first August report as follows:

Gunsmoke, Have Gun, Will Travel, What's My Line, Candid Camera, My Three Sons, Price is Right, Real McCoys, Ed Sullivan, Holiday Lodge, and The Untouchables.

NBC RADIO'S THIRD \$1 MILLION MONTH

NBC Radio has reported its third consecutive \$1 million four-week period.

Between 20 July and 18 August it grossed \$1,096,000, all of it in new business. In the previous report, for June-July, much of its activity was in renewals.

About half of the latest amount reported comes from orders from Campbell (NL&B and BBDO) for various programs.

Two magazines were among the advertisers placing new business. They are Reader's Digest (JWT) and Curtis Publications (BBDO).

Three other advertisers placing new business in the period reported upon are Coleman (Potts-Woodbury), Freeman Shoe (JWT) and Tyrex (McCann-Erickson).

Hough elected programs v.p. for CBS TV Stations

Hal Hough has been elected vice president of program services for the CBS Television Stations Division.

He had been director of program services for the CBS o&o's since 1958, and was program director of WCBS-TV, New York, for six years before that.

Hough had also been in program posts at WJZ-TV (now WABC-TV), New York, and WJBK and WJBK-TV, Detroit.

In his new post Hough will have both domestic and international duties. He will advise CBS o&o's on live production, film buying, public affairs, and programing structure.

He will also serve as a consultant to foreign broadcasters with which CBS has agreements.



Hal Hough

"WARNER'S 'FILMS OF THE 50's' PUT US BACK INTO FEATURE FILM PROGRAMMING"

says Ben Berentson,
Station Manager, WGN-TV, Chicago, Ill.

"For about two years there was such a dearth of good properties available to us, we stayed completely away from features.

"But when we saw the successful track record of Vol. I telecasts around the country, and looked over the equally fine balance of TV attractions in Vol. II, we knew we had the quality we needed to put us back in the feature film business, profitably.

"Advertisers seem to agree. On August 1 we were 75% sold on our first programmed series using 'Films of the 50's', slated for September . . . sold with no special promotion or sales effort!"

**Why WGN-TV bought
Seven Arts-Volume II**



**Warner's films of the 50's.
Money makers of the 60's**



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Lolita", scheduled for Fall release...
Theatre—Tennessee Williams' "The Night of the Iguana"—Bette Davis,
Margaret Leighton...
Television—Distribution of films for T.V., 20th Century Fox Films...
Literary Properties—"Disenchanted" by Budd Schulberg...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

BRYAN, NEWSHAM TO TvAR POSTS

Robert L. Bryan has been appointed sales manager of WJZ-TV, Baltimore.

Simultaneously, Robert E. Newsham has been named Detroit manager of TvAR.

Bryan was an account executive with George P. Hollingbery for seven years before joining TvAR as an account executive two years ago.

Before entering the broadcast field he was with the Commercial Investment Trust, Stern's Department Store, and W. T. Grant. He is a graduate of Fordham Univ.

Newsham joins TvAR after two years as sales manager of WJZ-TV and two years as assistant sales manager of KYW-TV, Cleveland.

He was previously sales coordinator for WFIL and WFIL-TV, Philadelphia, and a sales supervisor for Kraft Foods.

More Coca-Cola accounts to Interpublic, Inc.

McCann agencies will get two more Coca-Cola subsidiary accounts on 31 December.

They are: Minute Maid Frozen Juice, going to McCann-Erickson, and Snow Crop Juices, to McCann-Marshall.

M-E already has Coca-Cola and I-M has its other flavored drinks. Together with new products the two agencies (Divisions of Interpublic, Inc.) will have \$5 million on various Coca-Cola accounts.

Improved research ahead for radio and tv:

—Henry Christal reveals new way of measuring radio stations

Radio people have been saying for some time that tv-based research habits are not suited to the audio medium.

This week Henry I. Christal Company, national sales representative for five radio stations, revealed that it has arrived at new ways of measuring radio, employing Alfred Politz Media Studies.

Weekly cumulative studies of each of the five stations were designed to provide a new audience portrait.

The five stations, which participated individually in studies beginning last January, are: WGY, Albany-Schenectady-Troy; WBEN, Buffalo; WJR, Detroit; WTIC, Hartford, and WTMJ, Milwaukee.

Three types of detailed data in the studies are, first, kinds and numbers of a station's listeners a week; second, listening places and times of day, and third, audience awareness of the quality of station programs and service.

Data is collected for individual stations and radio in general.

Unique features of the Politz studies are many. The station's entire coverage area, not just a limited area, is studied.

Individuals over 15 rather than entire households are examined, to obtain statistical breakdowns on multiple sets and out-of-home listening.

In addition, large samples, of 1,000 or more interviews, were used for each market. A new reporting method is cumulative for nine time periods of the day on a weekly basis.

A combination of methods was used, personal interviews for qualitative information, and diaries for quantitative measures.

The resulting figures are not "ratings"—insist the participating stations—and to insure they will not be so considered no competitive data will be reported, a departure from usual radio practice.

Tabulations are now being processed and printed reports for each of the five markets are expected to be available by September.

—Arbitron National Overnight Report to replace Multi-City

A new overnight tv network rating service will begin 24 September.

On that date ARB will begin its National Overnight Report for 26 weeks.

Audience size information will be provided for each night between 7:30-10 p.m. (New York time), through 24 March, 1962. Plans beyond that date are still incomplete.

These new National Overnight Reports will be sent to all Arbitron subscribers on the following day.

Reports will contain half-hour data on audience size, program title, homes, share, and sets for each network, as well as coverage factors for each show.

Probability sampling will be used to collect data. In addition to electronic-reporting metered Arbitron homes, other homes will be telephoned by the coincidental method on a random sample from phone directories.

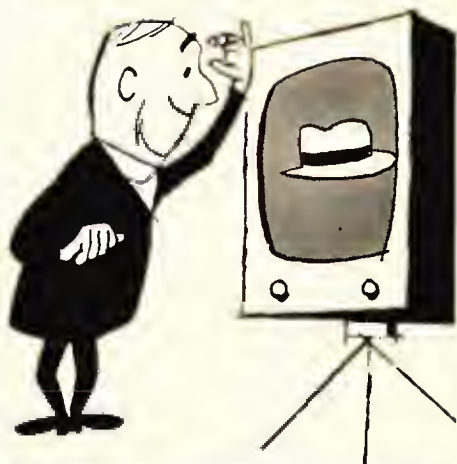
Total sample at first will be 1000 homes per half hour. Telephone coincidental use will drop as more and more meters are installed. Eventually 1500 meters will be used across the country.

Arbitron uses a device within the tv set called a transponder. This is connected directly by wire to ARB headquarters in New York and provides data on electronic demand for processing via computer into rating figures.

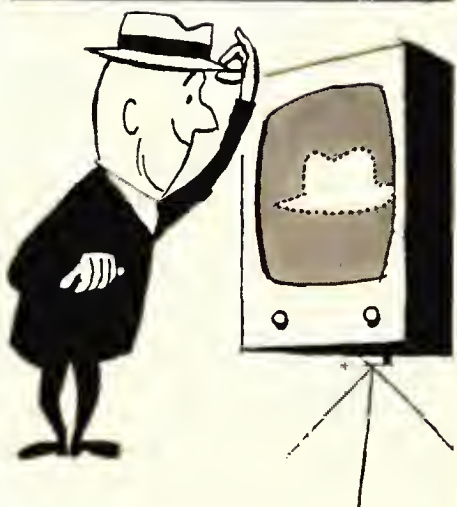
The introduction of national Arbitron will mean the suspension of Multi-City reports, which for the past three years have provided overnight ratings from meters in Baltimore, Chicago, Cleveland, Detroit, Philadelphia, New York, and Washington.

IN
PORTLAND
OREGON

THEY EYE IT...



AND BUY IT...



ON

KOIN TV

KOIN-TV is Portland's *resultful* station because it reaches 7 of every 10 homes in a rich 33 county area, with highest ratings (see the latest Nielsen).

Represented Nationally by
HARRINGTON, RIGTER & PARSONS, INC.

by John E. McMill

Commercial commentary

The Drama on N Street

I doubt if the writers of tv mysteries, adventures and horse operas would recognize it as plot material. But to me one of the most deeply moving personal dramas of our times is being played out these days in a quiet, reconstructed mansion at 1771 N Street, N.W., Washington, D. C.

1771 N is the national home of the National Association of Broadcasters and the chief protagonist in this absorbing problem play is the NAB's handsome, gifted, but strangely controversial president. Governor LeRoy Collins

Don't be deceived by the sedate Early American furnishings of the Governor's office. Or by the warm, magnetic friendliness of the man you meet. Roy Collins is a dazzling personality. ("He has more charm than any man in Washington including JFK," one NAB admirer claims.)

But behind the smile and behind the scenes there lurks a power struggle which for sheer drama—character conflicts, tremendous issues, high stakes, deep soul-searching, clashing ambitions, and bitter irony—tops anything I've ever seen on tv except possibly *Macbeth*.

The ordeal of Governor Collins is one of our great American stories and it is still packed with tension, still unresolved.

What hath NAB bought?

Essentially, of course, the situation has its highly humorous side. Last year, when the embattled broadcasters of the NAB were seeking a president to replace the late Hal Fellows, they were determined to find a "national figure," a prominent citizen with strong political connections who could act as an impressive and photogenic spokesman for an industry badly in need of prestige.

Well, they have got it in large measure with Roy Collins. But no dozens of radio/tv men are asking, "What have we bought?"

The very qualities which made the dashing ex-governor of Florida seem so attractive are those which now raise the biggest suspicion.

For Collins, too, there are ironic overtones. When his good friend and fellow-Democrat FCC Chairman Minow praises him publicly as "honorably exemplifying the best in broadcasting" he may swell with pride at the accolade. But he must also remember that it is practically the kiss of death with many of his own NAB members.

"We'll be damned if we keep Governor Collins," some broadcasters are wailing, "but we'd be double-damned if we let him go."

Yes, like all high drama, the production on N Street has its comic aspects. Yet somehow I cannot bring myself to regard it humorous.

What LeRoy Collins is facing is one of the greatest challenges that could come to any man in America. The chance to be a positive, constructive influence in an industry of such staggering power and importance as broadcasting is an awesome opportunity.

(Please turn to page 15)



the
price
is
right
on
WWJ-TV

40-second prime time announcements will be available on WWJ-TV this fall on a fair and reasonable basis:

Basic rate for both 40-second and 60-second announcements will be \$900.00.

Rate for 20-second announcements remains at \$700.00.

30-second announcements will also be available at \$700.00.

WWJ-TV management believes this new category of announcements is thus equitably priced, permitting use by advertisers of these expanded announcements for increased exposure, additional copy points, and exclusivity at rates commensurate with good advertising principles.

Moving into the new season, WWJ-TV is pleased to be able to offer excellent availabilities in 40-second breaks adjacent to the fine offerings of NBC's attractive fall programs.

WWJ-TV continues its long-standing policy which precludes triple-spotting.

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS



Cleaning? Who cleans?



Household cleansers? Fine . . . but . . . !



Stoop and scour . . . Not with VANiSH.



Today's modern housewife lives a life of ease.

FILM does the unusual...

THE PROBLEM: How to show—visually and verbally—smartly and tastefully—just what a new and different household cleanser can do . . . show how and why VANiSH obsoletes old ways and old ideas!

THE ANSWER: A unique combination of animation and live action together with precisely synchronized mottos! On film, of course! For film gives you the range of effects to make commercials exciting . . . arresting . . . the way you want them—and when!

What's more, it's film alone that assures you the convenience, coverage and penetration that today's total marketing requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Sonto Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**

Agents for the sale and distribution of
Eastman Professional Films for motion
pictures and television, Fort Lee, N. J.,
Chicago, Ill., Hollywood, Calif.

ADVERTISER:
Dracket Company—VANiSH
ADVERTISING AGENCY:

Young & Rubicam, Inc.

PRODUCER:

Transfilm-Caravel, Inc.

But—and this is the dramatic and still unsolved question—does Collins have, or can he develop, the almost superhuman qualities and diversified abilities which will allow him to fulfill this role?

Can he—can any one—ever manage to exercise real leadership within the sprawling structure and conflicting factions of the NAB?

Or is he inevitably doomed to failure, to disappointment, to disillusionment, and perhaps even to bitterness?

I have talked with him several times, have heard him speak to the RTES and the 4As, and recently have been re-studying carefully every major address he has made since taking over as NAB president. For whatever they may be worth, here are my notes on the Collins character.

Notes on the Governor

LeRoy Collins combines, in surprising fashion, the hot zeal of a crusader with the relaxed ingratiating humanness of the politician.

It's a formidable combination. But it can cause trouble when one or the other side of his nature gets too far in the ascendancy.

Up to now he has tended to regard his NAB job as a Great Crusade. Most criticism of Collins has arisen because he has been neglecting his very great talent in handling people.

The Governor's real, almost sole interest in broadcasting, is in the area of program improvement. He couldn't care less about such traditional NAB chores as playing footsie with Congress and the Commission.

LeRoy Collins "thinks with his guts more than his head." This remark by a one-time associate is an overstatement but contains some elements of truth.

His proposals for "Blue Ribbon" programs in prime time, and for an NAB Research Center to investigate ratings, were emotional reactions to disturbing situations rather than reasoned plans.

Such projects have caused some members of the industry to regard Collins as "superficial." He is not. But he does have a great need to surround himself with practical experienced thinkers who can complement his own strong intuitive and emotional drives.

He is a stubborn idealist. His principles and ideals are the anchor of his life, the rock to which he clings at all cost.

This gives him the indisputable stamp of greatness. But it also at times makes him overly suspicious of persons or proposals which he fears might compromise his ideals.

In the eight months since he took office as NAB president, Collins has spent a lot of time in defining for himself his own role as an industry leader. His early speeches were almost painfully self-conscious in their use of the first person—"I think, I promise, etc."

From here on the test of his leadership will lie in his ability to define for others their roles as individual broadcasters.

If he can manage to instill in them a new vision of their personal mission and importance, he will succeed. If the vision remains locked in his own handsome head, he is bound to fail.

Will he be capable of getting outside himself and into the hearts of the industry? There is no way of knowing. But most thoughtful men I've talked to want desperately to have the Governor succeed.

Broadcasting will be better off if the Drama on N Street comes up with a happy ending. And so, of course, will LeRoy Collins when he fulfills his dream.

PUBLIC SERVICE STATIONS . . . because the public interest always served first

QUALITY in RADIO—
it's a "Joe" Rahall station—

WLCY—	Tampa-St. Petersburg, Florida
WKAP—	Allentown, Penna.
WWNR—	Beckley, West Virginia
WNAR—	Norristown, Penna.
WQTY—	Jacksonville, Florida

RAHALL RADIO GROUP

Represented by ADAM YOUNG

WSLS-TV
Roanoke, Virginia

*. . . the
station
where
leadership
&
integrity
are
tradition !*



NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

49th and Madison

Minow for President?

Most observers wouldn't be too surprised to know that Minow must have tingling ambitions above and beyond the call of duty as head of a simple regulatory agency. He accepted a post in the New Frontier that is not commensurate with any part of his background, but a post that is opulent with opportunity for personal exploitation.

There is no doubt as to Minow's probity, but it can only behoove all concerned to calculate that this young man is getting on a bandwagon that will lead him to later opportunities. Outside of Kennedy, no one in the current administration has received the publicity inches that Minow has. This doesn't mean that Minow is not taking his job seriously, but it's sure that he does recognize the news value of general condemnation of an industry that is in competition with a print industry that offers little succor to tv or radio . . . and so Minow has given them the chance to delve into our intrinsic problems with great glee and the FCC Chairman has become famous overnight.

Whether it's intentional or not, it's working, and no one can really be surprised in a few years to hear more about Minow, who could be walking to the White House over the broadcasters' bones.

Hal Davis
v.p., gen. mgr.
KORL
Honolulu, Hawaii

Plaudits for 5-City Directory

I am delighted to get your latest edition of "SPONSOR's Time Buyer's of the U.S./1961" along with your "5-City Tv/Radio Directory."

For a long time I have thought you fellows do a real service with these publications, and this is an excellent opportunity to tell you that

you do and to thank you for sending me the advance copies.

With best wishes for continued success.

J. Glen Taylor
pres., gen. mgr.
WAVY
Portsmouth, Va

* * *

I was so pleased to receive this morning a copy of your new 5-City Directory. I am sure you know from my past comments what a great idea I think this is and how useful I find it.

I'd appreciate it if you would make a mental note to include our company in your next one. As you can see from the letterhead we should be listed in both New York and Los Angeles.

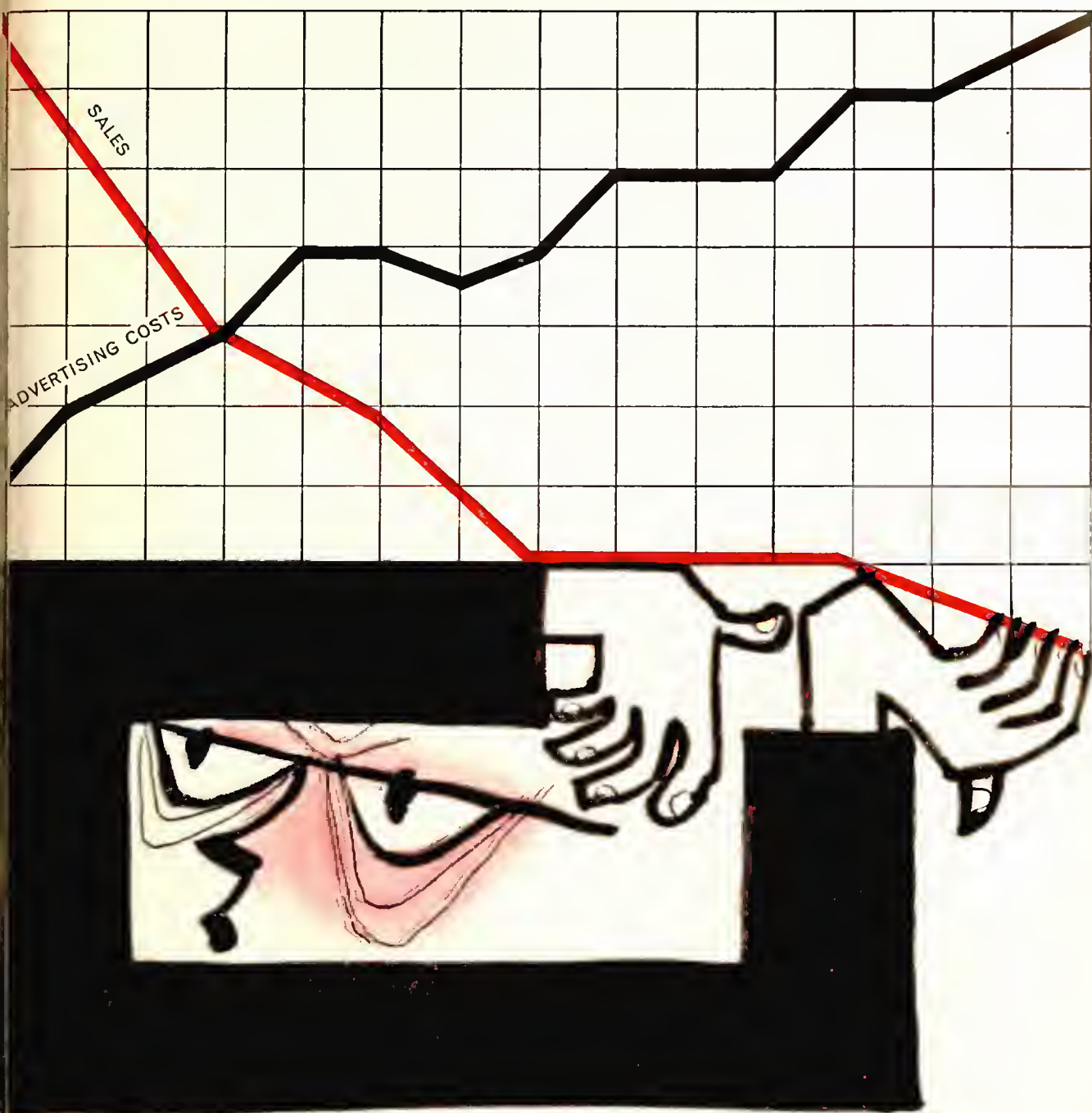
Jan Gilbert Stearns
*Miller, Mackay,
Hoeck & Hartung, Inc.*
New York City

Denver's advertising club

The publicity given my recent election to the office of President of the Advertising Association of the West is most appreciated. However, I feel compelled to go on record with a correction of the statement in the final sentence of the paragraph on me in the "Tv and Radio Newsmakers" 1 July 1961.

While it was my privilege to work as a liaison man between the AAW and AFA Boards with the suggestion that those two organizations combine their separate Advertising Week observances and have one unified national Advertising Week, I can by no means lay claim to originating the idea of an Advertising Week as such. My function came about due to the situation whereby Denver has the only Advertising Club in the country, belonging to both AAW and AFA.

Lee Fondren
President, AAW
Denver



avoid misappropaphobia*

Trust Taft AND ABC to deliver the largest audiences in four great markets.

Cincinnati

WKRC
TV
am
fm

Columbus

WTVN
TV
am
fm

Birmingham

WBRC
TV
am
fm

Lexington

WKYT
TV



**Auseating gnaw in pit of stomach from misappropriation of advertising dollars.*

**Consumer Reports
show that younger,
larger families drink
up 58,900,000
bottles of soft
drinks a day.***

**Nielsen Reports
show that
younger, larger
families eat up
ABC-TV
programs.†**



If you're the head of the house, if you're under 40, if there are 5 or more in your family, these astronomical numbers should come as no great surprise.

America's younger, larger, post-war families are, of course, the nation's biggest consumers. Of Everything.

Every day, for a gargantuan instance, they gulp down 47,900,000 quarts of milk. Every month they brush their way through 6,173,000 tubes of toothpaste.*

Their appetite for television is equally devouring. Particularly, as the chart shows, for ABC Television.

Indeed, it would be odd if ABC-TV, programmed as it is for the younger, larger family, were not well ahead of Nets Y & Z in delivering this all-consuming audience.

Slide-rule this numerical advantage against ABC's lower cost of reaching these big spenders and you've got the answer to some mighty profitable television advertising.

NETWORK	ABC-TV	NET Y	NET Z
HOUSEHOLD HEAD, 40 OR UNDER	21.4	18.8	16.5
FAMILIES OF 5 OR MORE	24.5	20.2	17.2

ABC Television

*Source: Product consumption projected from "Life's Study of Consumer Expenditures."

†Source: Nielsen TV Index, Average Audience, Dec. 1960 to June 21, 1961; Monday through Saturday, 7:30-11:00 P.M.; Sunday, 6:30-11:00 P.M.

SPONSOR-SCOPE

28 AUGUST 1961

Copyright 1961

SPONSOR

PUBLICATIONS INC.

So you toilers around the agencies think you go through a lot of motions that in the end add up to nothing?

Well, make room for a growing number of rep salesmen on the tv side, who are becoming frustrated and harrassed by the **panic buying** they're now faced with in some agencies.

What is meant by panic buying is this: the **buyers aren't waiting for all the requested availabilities to come** (at the stipulated time) but are issuing orders on spots at hand that look like a good CPM.

Their explanation to the dismayed salesmen: "We just can't take a chance on the more **preferred spots slipping away** or being gobbled up by buyers on other accounts in our own shop."

Tv reps for the fifth consecutive week are being kept on the hop servicing the agencies with **fall spot availabilities and confirmations**.

The past week's harvest out of New York includes: Grove's 4-Way (Donahue & Coe), 19-22 weeks, starting 9 October; Mrs. Filbert's margarine (Y&R), 10 weeks, 11 September; Post Cereals Top 3 pack (B&B), lead-in and lead-out minutes, kid shows; P&G's Downey fabric softener (Grey), 5-6 weeks, minutes; Best Foods' Knorr instant soup (DFS), minutes; Bristol-Myers' Excedrin pain remedy (Y&R), early and late evening minutes, 52 weeks, 1 October.

Out of the Midwest: General Mills' Bisquick (Knox Reeves); Chun King (BBDO); Chox vitamin (Wade), 26 weeks, kid adjacencies; Grove's Bromo Quinine (Gardner); Ovaltine (Tatham-Laird); Quaker Oats and Mother's Oats (Compton); International Shoe (Krupnick), avail calls for spring; American Bakeries (Y&R); McLaughlin's Manor House coffee (Ludgin). Lever's Rinso Blue (JWT), minutes, 16 weeks, 10 September.

P.S.: Some of Bristol-Myers' Sal Hepatica (Y&R) spot money **will spill over into spot radio**, particularly in markets where the tv CPM's turn out above the cut-off level.

The tide's being reversed—at least in the case of Simoniz (DFS). The account's bidding adieu to network tv and going back to where it's always been before it changed agencies, namely, spot tv.

The basic reason: Simoniz is changing its **marketing pattern**.

Another **significant switchback** to spot tv from network: Mogen David Wine, out of Edward H. Weiss.

Looks like the automotives are pulling up the curtains on their 1962 lines earlier than usual and bunching the announcement dates closer than ever.

The new model dates are now set:

DIVISION

Buick
Chevrolet
Chrysler, all makes, including Dodge trucks
Ford, Lincoln-Mercury (six models)
Oldsmobile (Olds F-65), Cadillac
Pontiac (Tempest)
Rambler
Studebaker Lark, Studebaker Hawk
Senior compacts—all lines

UNVEILING DATE

27 September
First week in October
29 September
First week in October
22 September
21 September
First week in October
22 September, 15 October
Between late October-early November

Despite the boom that spot tv is going through, there's something about buying that's moderated the joy of many a rep.

The fly in the honey is this: the schedules may be longer-termed and heavier but the buyers' spread and depth as far as the market list is concerned seems to be under even what was last year at this time.

Accounts that last fall were using 50-75 markets are now limiting themselves to average of 30 markets. Some reps attribute this contraction in part, if not largely, to ease with which network spot carriers can be bought.

Anheuser-Busch (D'Arcy) will be using a special spot tv and radio schedule for its latest promotion, Buy the Big Size, scheduled for late August, September and October.

The aim: make up for some of the slow beer sales that prevailed during the unusually cool June and early July in many sections of the country.

Like the recent Pick-a-Pair promotion, Bud's latest twist can be tied in by the retailer with any other item in the store that he elects.

NBC TV has jockeyed a couple more of its daytime strips into the bonus column: you buy four quarter-hours and you get a fifth one gratis, which is tantamount to a 20% savings.

The additions: Say When and Young Doctor Malone. Previously in the bonus column: From These Roots, Make Room for Daddy, Jan Murray.

The advertising field has known some strange bedfellows, but fancy this on BBDO, which handles the Dodge line for Chrysler, is also working for the Ford Motor Co.

Here's how: as the agency for the Autolite products, which are sold by the Motorcraft Division of the Ford Motor Co.

Ford, it seems, bought the Autolite trade name for certain of its products from the Electric Autolite Co., which, incidentally, has been a traditional Chrysler supplier.

In the assignment from Ford, BBDO inherited the administration of the Straightaway series which Needham, Louis & Brorby had placed for the fall on ABC TV in behalf of the Motorcraft Division.

Note: The Electric Autolite Co., per an announcement to the trade press last week would prefer to be referred to by its full name and not merely Autolite, because as trade name Autolite belongs to Ford exclusively.

Agency media analysts think that the big job that spot radio can't escape, if it is to move forward, is finding new ways of measuring the medium.

The nub of their contention: even though tv adopted radio's techniques of measurement the two media no longer can be measured against the other, no more than radio is being sold like tv.

What the analysts point to as the basic directions the new radio measurement techniques must take: (1) the station's reach over the space of a week; (2) the number of hours a home habitually listens; (3) the over-all character of the audience, etc.

The job, they suggest, will have to be one in which the advertisers and the agencies will participate in setting up the ground rules. It must involve the entire industry and not merely certain groups of stations periodically.

You might be interested in the sort of tv analysis that Nielsen is getting more and more orders for from advertisers.

It has to do with evaluating the coverage and impact of a campaign with regard to the local area. This pinpointing is separated between network and spot.

Through the offices of K&E, NBC TV and Lincoln-Mercury are going through a sort of swap. The network is relieving the automotive of half its remaining obligation on the Alfred Hitchcock series and supplying it with enough nighttime minute participations to balance out the difference.

Why L-M wanted to unload: it's got four ears to sell every week from here on out and it can't be done with three commercial breaks.

The cars: Lincoln-Continental, Mercury Monterey, Comet and a newcomer that in price will range between the Monterey and the Comet and probably carry the name Meteor.

Ford will also have four cars in its new line, the latest falling between the Falcon and the Galaxie. Ford's spending around \$13 million on Wagon Train, Hazel and National League football (\$2.9 million) and it'll likely buy another network half-hour following the exit of football.

Scott Paper (JWT) is placing its daytime budget with CBS TV to the dimensions of five quarter-hours a week.

What with Scott also supporting two and a half commercial minutes of nighttime per week on the same network the affordable discounts thus made the daytime buy there a natural for the client.

ABC TV says it's got three advertisers practically on the line for the teenage news strip—4:50-5 p.m.—which debuts 2 October.

It's offering the participations at the rate of \$4,000 per commercial minute before discounts.

Insertion of the news strip cuts Bandstand down to 50 minutes.

ABC TV predicts that its daytime schedule will be 90% sold out—and that includes the added 1-1:30 strip—for the last 1961 quarter.

Like the cigarette and drug-toiletries categories, food advertisers this fall will have more commercial minutes going for them in nighttime network tv weekly than ever before.

The breakdown by company, as figured by SPONSOR-SCOPE:

ADVERTISER	NO. SHOWS	NO. COMMER. MINUTES	ESTIMATED EXPENDITURES
General Foods	9	18	\$650,000
Kraft-Sealtest	3	7½	290,000
Kellogg	4	6	210,000
General Mills	3	5½	190,000
Pillsbury	5	5	170,000
Campbell Soup	2	4½	160,000
Ralston Purina	3	5	140,000
Best Foods	2	3	110,000
National Biscuit	1	1½	60,000
Totals	32	56	\$1,980,000

(For cigarette, drug-toiletries compilations see the 14 and 21 August SPONSOR-SCOPE pages.)

If you go by the strictly one-time rate card measurements that LNA/BAR uses to assess tv network billings, daytime has staged something of a comeback: daytime accounted for a third as much as nighttime billings for the first half of 1961.

The ratio between daytime and nighttime for the like span of 1960 was 29.7%, while for 1959 it was 33.1%.

The comparisons are gross only and do not reflect what the networks actually netted after attrition from discounts and bonus minutes.

Three beers appear to be hotly contesting for the tv rights to the games the Mets, which is supposed to go into business next year as the National Baseball League's New York franchise holder.

The trio: Schaefer (BBDO); Rheingold (FC&B), and Piel's (Y&R). Sports authorities in the trade are surprised that the team hasn't as yet set its tv plans.

Incidentally, the ratings of the N. Y. Yankees' telecast in July were 20% over what they were the year before. The trade guess is that, unless the pair meantime falter, the Mickey Mantle-Roger Maris home run contest should raise the margin to at least 30% in August and maybe 40% for September. That doesn't include the potential of a hot pennant race up to the wire.

P.S.: The Dodgers vetoed Cincinnati's attempt to feed the games between them to WCW-TV, New York, on the reputed grounds of poaching on the Yankee's preserves.

Now that a couple of the networks are selling minute participations in programs with half-hour alternate week sponsors, a nighttime recap on the various types of segment sponsorship for the fall is in order.

To start off, only 19 programs will have a single corporate sponsorship, as against 25 last fall, with P&G accounting for four and General Foods, for three.

The sponsorship segment breakdown as now set:

SPONSORSHIP TYPE	NO. SHOWS	TOTAL HOURS
Single sponsor	19 (19%)	11½ (15%)
Alternate week only	32 (31%)	18 (26%)
Three or more sponsors	50 (50%)	47 (59%)
Totals	101 (100%)	76½ (100%)

P.S.: If you're looking for the recent years' trend in single sponsorship from the viewpoint of programing type it's overwhelmingly situation comedy. Of the 19 shows for the fall with a single sponsor, 48% of them are of that classification.

(See "Tv spot girls for battle," page 27, re spot carrier competition.)

ARB last week announced its plans to do a regular national overnight Arlontron, starting 24 September, even though the only network it had almost definitely committed was CBS TV.

The first draft of the contract for the service was in CBS TV's possession last week, but according to the network, action on it won't take place for two or three weeks.

NBC TV's decision to pass up subscribing to the overnight had much to do with the squeeze on its budget and a feeling that Nielsen's speedup of its 24-market count would be sufficient for the network's needs.

ABC TV declined to comment, but the general impression was that its benefit from an overnight would be limited because of the percentage of clearance delays.

ARB hopes for much major advertiser and agency support after the project gets rolling.

Regardless of what CBS TV or ABC TV may do, NBC TV won't be spending any money on newspaper advertising promotion of its 1961-62 program schedule.

The reason is twofold: (1) economy; (2) conviction that newspaper ads mean little to the audience and that on-the-air promotion is far more effective.

NBC TV's bundle on this type of advertising last season was well over \$500,000.

CBS TV may not know it, but NBC TV checked the result of the sizable spotlight ad campaign CBS conducted after the elections last fall and found that it contributed hardly anything to the ratings.

For other news coverage in this issue: see Sponsor-Week, page 7; Sponsor-Week Wrap-Up, page 54; Washington Week, page 59; SPONSOR Hears, page 62; Tv and Radio Newsmakers, page 68; and Film-Scope, page 60.



KTBS-TV GOES
ALL-AMERICAN
NOW IT'S ABC ALL THE WAY!

Beginning September 3, KTBS-TV, Shreveport, Louisiana becomes an exclusive affiliate of the American Broadcasting Company. KTBS-TV is proud to join the ALL-AMERICAN ABC family which sets the trend for programs Americans prefer. With this new association, KTBS delivers unduplicated network coverage in America's 68th TV market and the only exclusive ABC programming in its coverage area of 326,500 TV homes with 1,504,369 people in 58 counties covering the four states of Louisiana, Texas, Oklahoma and Arkansas.



Stay with
KTBS-TV FOR THE ALL-AMERICAN HABIT
of successful sales.

THE KATZ AGENCY, Inc.
 National Representatives

E. Newton Wray, Pres. & Gen. Mgr.



PRODUCED TO MEET

WHIZZING THRU OPEN WATERWAYS . . . FLASHING
ACROSS BOUNDLESS STRETCHES OF SAW GRASS...
PLUNGING INTO REMOTE CORNERS OF A WATERY
WILDERNESS ABOARD HIS "SWAMP LIZZIE", HE
BRINGS 20TH CENTURY LAW AND ORDER TO A
LAND STILL CENTURIES YOUNG!

starring

RON HAYES

As Linc Vail, Constable
deep in The Everglades.

Assignment: Translating the law
into the language of the 'Glades.



TODAY'S NEW PROGRAM NEEDS!

LAW ENFORCEMENT DRAMAS IN THE SUN-WASHED TROPICS!

Everglades^{II}

THE IMPACT SERIES
PRODUCED FOR
FAMILY VIEWING!

The most attractive
combination of dramatic
appeals ever to comprise
a program series!
Truly . . . a program
everybody will be for!



NEVER A SHOW WITH SO MUCH **GO!**

From Lake Okeechobee to the Florida Keys, from Big Cypress Swamp to the sparkling Gulf of Mexico . . . 5000 square miles of tropical wilderness. TV's FIRST AND ONLY "LIVING LOCALE!"



ZIV-UNITED ARTISTS, INC.
488 MADISON AVENUE
NEW YORK 22, N. Y.

THE CITY POPULATION IS PEANUTS!



The Charlotte MARKET is
Tops in the Southeast with
651,300 TV Homes*

Two-hundred thousand peanuts is
a fair size city patch, but it's *still* pe-
anuts compared to the TV Homes in the
elephantine Charlotte Television Market.

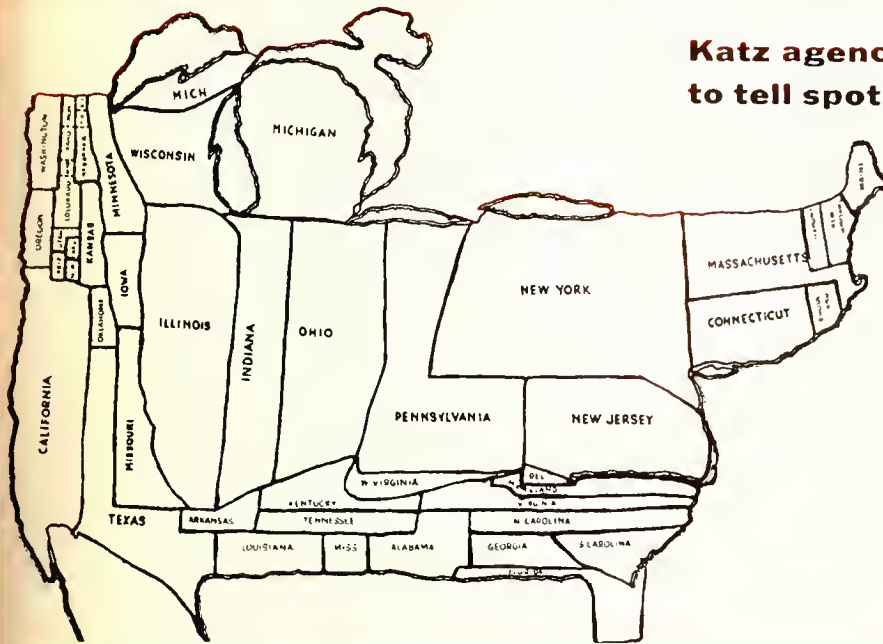
Don't forget! WBTV Delivers 55.3% more TV
Homes than Charlotte Station "B"! **

Compare these SE Markets!



* Television Magazine—1961 ** ARB 1960 Coverage Study—
Average Daily Total Homes Delivered

Represented Nationally by Television Advertising **TVAR** Representatives, Inc.



Katz agency uses distorted map to tell spot vs. carrier story

In the stepped up fight by station reps to combat network spot carrier sales, many promotional devices are employed. Distorted map from a recent Katz Agency presentation illustrates point "Your distribution picture may look like this—with 8 States providing 50% of your sales." Prime argument of spot sellers against network buys is spot flexibility in allowing an advertiser to concentrate ad funds in markets where potential or brand development is greatest.

TV SPOT GIRDS FOR BATTLE

- Challenge of network spot carriers stimulates new, more aggressive selling of basic virtues of spot tv
- Promotional effort of leading rep firms stepped up; many new spot presentations are now being readied

As network tv swings into the 1961-62 fall season with an estimated 90% of all prime time hours devoted to spot carriers (compared with 25% in 1960, 15% in 1959 and 11% in 1958) the forces of spot tv are preparing a mammoth counter-offensive which may, in coming months, produce some of the strongest overall selling the spot medium has ever seen. Leading the fight are the embattled station representative firms who see in the rise of network minute sales a substantial threat to spot revenues. So bitter has the fracas become that a body of potent reps is currently lobbying to have the networks thrown out of TvB so that the Bureau can concentrate on spot and local selling. The proposal will be taken up at the

TvB meeting in Detroit in November.

More significant, however, are the intensified plans for selling the virtues of spot, now being readied in practically every major rep office.

Announced this week, for example, is a new eight-city study of Brand Comparisons, prepared by Pulse for TvAR, a sizeable research project (5,633 families) which involves no individual station data, but provides graphic and powerful ammunition for overall spot selling.

Pulse conducted the survey in Boston, Baltimore, Washington, Charlotte, Jacksonville, Pittsburgh, Cleveland, and San Francisco. It provides detailed data on seven major product categories, beer and ale, cigarettes, cold remedies, gasoline, headache

remedies, hot cereal and margarine.

Questions were designed to ascertain first, whether a particular product was used by the family, and second, the brand most recently purchased.

Tabulation of both types of information in the eight-city study shows strong support for the arguments advanced by spot sellers that "markets are different" and "all business is local."

Consumption of beer and ale, for instance, varies widely in the eight cities. In Washington, 50% of families reported beer-ale purchases in the two weeks preceding the survey in Charlotte only 30% and in Jacksonville only 37.4% had bought beer or ale in this period.

61.8% of Boston men reported smoking as against 60.4% in Washington. Male preferences for filter over regular cigarettes showed city by city variations with Charlotte males going for filter brands by 38.8% to 28.1% while in Pittsburgh the score was 23.6% for filters vs. 38.3 for non-filters.

55% of Washington women reported smoking in the week preceding the survey vs. 42.9% in Jacksonville.

Cold remedies had been bought by 42.9% of Baltimore families as against 30% in San Francisco.

San Francisco, however showed up as a potent headache remedy market with 94% of families buying as against Boston's 77.7%.

The pattern of hot cereal usage found by Pulse was Washington 61.3%, Boston 61.9%, Jacksonville 62.1%, Baltimore 62.3, Pittsburgh 65.7%, Cleveland 66.3%, Charlotte 67.7%, San Francisco 74.3%.

Even more potent reasons for advertising and marketing men to consider cities as individual problems and plan tv expenditures on a market-by-market basis were uncovered in the Pulse TvAR brand breakdowns.

Among beers and ales Budweiser was 2nd in Charlotte and Jacksonville, 3rd in Boston and Washington, 5th in Cleveland, 8th in Baltimore,

Detroit, and San Francisco, 9th in Pittsburgh.

National Beer was purchased by 48% of families in Baltimore to make it a runaway favorite there, but by only 10% in nearby Washington, 6.3% in Charlotte and 3.9% in Jacksonville.

Schlitz ranking No. 1 in Charlotte and Jacksonville was 9th in Cleveland and San Francisco. Iron City, the Pittsburgh favorite, ran 15th or 16th in Cleveland.

Cigarettes, though not showing quite as dramatic shifts, showed Winston the top filter in Baltimore, Washington, Jacksonville, Cleveland, but 4th behind L&M, Kent, and Salem in Pittsburgh.

Among cold remedies, Dristan could do no better than 5th in Baltimore, though it was the leader in San Francisco, Charlotte, and Jacksonville.

Bayer Aspirin was in first place by a wide margin in all cities among

headache remedies, but Bromo Seltzer ranged from 5th in Cleveland 12th place in Boston.

Quaker Oats, a runaway hot cereal in Washington with 73.5% of families reporting purchases, apparently has a soft spot in its marketing picture in Pittsburgh where only 9.1% of families bought, and where Pillsbury ranked up a whopping 81.3%.

The scrambled marketing pattern for margarines, found by Pulse shown on the chart below.

Among gasolines, the city-by-city differences in brand preferences are bound to induce strategy meetings, agencies handling the big oil accounts. Shell, for example, a solid No. 1 in Jacksonville, had to fight for 6th place in Boston, Baltimore and Washington. Gulf, No. 2 in Boston and Charlotte, was 5th in Pittsburgh, 6th in Cleveland.

All in all, the Pulse-TvAR survey seems to have turned up the kind of information which buttresses strong

Margarine study, one of seven "brand comparison" reports in new 8-city

BOSTON			BALTIMORE			WASHINGTON			CHARLOTTE		
	Mar. 1961 %	Mar. 1961 Rank		Mar. 1961 %	Mar. 1961 Rank		Mar. 1961 %	Mar. 1961 Rank		Mar. 1961 %	Mar. 1961 Rank
Allsweet	1.8	15	Allsweet	1.3	13	Allsweet	1.8	12	Allsweet	2.1	12
Blue Bonnet	9.9	4	Blue Bonnet	6.5	5	Blue Bonnet	10.1	4	Blue Bonnet	7.1	7
Cloverdale	4.2	8	Fleischmann's	5.2	6	Coldbrook	5.0	8	Blue Seal	6.1	6
Dover	2.3	14	Fyne Taste	4.0	8	Dalewood	3.2	11	Blue Star	1.1	11
Fleischmann's	10.7	3	Good Luck	5.2	6	Fleischmann's	11.5	2	Cloverbloom	2.1	2
Good Luck	7.1	6	Holiday	2.9	11	Good Luck	4.7	9	Fleischmann's	6.1	6
Hood's	2.6	13	Imperial	10.3	2	Imperial	10.8	3	Golden Maid	3.1	3
Imperial	14.9	1	Kraft**	8.0	3	Kraft**	9.3	5	Imperial	1.1	1
Kraft**	9.9	4	Mazola	1.3	13	Mazola	4.0	10	Kraft**	17.1	17
Mazola	3.1	10	Mother's	3.1	10	Mrs. Filbert's	21.0	1	Marigold	4.1	4
Mother's	5.8	7	Mrs. Filbert's	32.3	1	Nucoa	5.9	6	Mazola	4.1	4
Mrs. Filbert's	14.4	2	Nucoa	3.8	9	Nutley	5.7	7	Mrs. Filbert's	19.1	19
Nucoa	3.1	10	Nutley	7.8	4				Nucoa	3.1	3
Nutley	3.7	9	Princess	2.1	12				Nutley	5.1	5
Stop & Shop	1.8	15							Nu - Treat	2.1	2
Tri-Nut	3.1	10							Palmetto Farm	4.1	4
									Park & Shop	1.1	1
									Sunnyland	1.1	1
All Others	5.5		All Others	9.1		All Others	9.3		All Others	4.1	4

*Brands with less than 1.0% have been included in "All Others." **Includes Parkay, Miracle & Deluxe. (Figures expressed as % of families using margarine)

the traditional argument for using spot—its extreme market-by-market flexibility which can provide sales pressure where it is most needed.

Other representative firms such as Katz which had previously developed some data on the variation in brand status by markets (in its presentation "The Sales Manager's Medium" Katz pointed out that GE Washers ranked 4th in Newark, 7th in Denver, Chem-Lum Paint 1st in Washington, 11th in Duluth etc.) report they are ready to give new and strong sales pitches, not merely for their own stations but for the medium itself.

Many of these pitches will be directed to specific clients and will hammer hard at the spot vs network spot carrier story. Typical of the arguments used in such presentations are those contained in a recent one by the Petry Company to Lambert & Massey and Warner-Lambert for Aspartame.

Petry, while admitting that spot

carriers provide "some advantages over the traditional network buys" attacked on the ground that such tv usage "falls far short of duplicating the efficiency and flexibility of Selective Spot Tv."

Among points made by Petry:

- "Each network has its share of sub-par affiliates which, for a variety of reasons, fail to deliver a normal network share of audience.

- "Variations in network station performances are compounded by differences in local viewing habits. These often produce wide swings in network program ratings market-by-market. Some of these low key audiences may be more important to you than others worth higher tune-ins.

- "Instead of uniform schedules with hit or miss market penetration bearing no direct relationship to market values. Selective Spot enables you to employ Television selling power strategically.

- "Selective spot provides many

of the advantages of long-term heavy-weight campaigns without their prohibitive costs.

- "You can throw a block into the tv efforts of your competition in these decisive sales areas."

The Katz Agency in its presentations of the spot vs. spot carrier story stresses "advertising to match distribution" and uses such devices as the "distortion map" shown on page 27.

In a recent pitch to an automotive account, Katz told group of Detroit executives, "As few as 8 states provide over 50% of your automobile sales. Only National Spot Tv permits you to apply Tv sales pressure in proportion to each market's potential."

Despite these, and many other signs that spot tv's story will be told this fall more vigorously than ever by an increasing number of firms, individual representatives are by no means inclined to take the spot carrier threat

Search by Pulse, is used by TvAR in telling spot's flexibility story

JACKSONVILLE			PITTSBURGH			CLEVELAND			SAN FRANCISCO		
	Mar. 1961 %	Mar. 1961 Rank		Mar. 1961 %	Mar. 1961 Rank		Mar. 1961 %	Mar. 1961 Rank		Mar. 1961 %	Mar. 1961 Rank
Allsweet	3.9	9	Allsweet	2.4	11	Allsweet	5.5	8	Allsweet	5.7	8
Blue Bonnet	11.3	2	Beverly Farm	1.5	13	Ann Page	3.0	10	Arden	3.3	11
Blue Bonnet	1.7	12	Blue Bonnet	11.7	4	Blue Bonnet	6.9	6	Blue Bonnet	7.9	7
Fleischmann's	1.4	14	Clover Farm	1.0	16	Durkee's	2.8	13	Coldbrook	8.7	5
Eatmore	4.6	8	Eatmore	2.7	9	Eatmore	2.0	15	Delrich	1.5	15
Good Luck	2.5	11	Fleischmann's	6.5	7	Fleischmann's	11.0	2	Fleischmann's	8.1	6
Good Luck	5.9	6	Garden Gate	1.0	16	Good Luck	10.5	3	Good Luck	1.1	16
Imperial	21.3	1	Good Luck	13.1	2	Imperial	10.3	4	Holiday	10.7	4
Imperial	2.9	10	Imperial	12.3	3	Kraft**	13.2	1	Imperial	13.6	2
Lambert's	9.4	5	Kraft**	15.8	1	Luncheon Spread	2.7	14	Kraft**	11.4	3
Mazola	10.1	4	Mazola	2.6	10	Mazola	3.0	10	Lucky	4.4	9
Mother's	5.7	7	Mother's	1.2	14	Mrs. Filbert's	6.4	7	Marigold	1.1	16
Mrs. Filbert's	1.5	13	Mrs. Filbert's	11.4	5	Nutley	8.9	5	Mazola	3.5	10
Nucoa	10.3	3	Nucoa	1.9	12	Sweet Sixteen	1.2	16	Nucoa	16.6	1
Nu - Maid			Nu - Maid	1.2	14	Top Spread	3.0	10	Tastewell	2.0	12
Nutley			Nutley	8.0	6	Tri-Nut	5.2	9	Tri-Nut	1.7	14
Royal Scot			Royal Scot	1.1	16				Wilson	2.0	12
Tri-Nut			Tri-Nut	3.1	8						
All Others	7.6		All Others	6.0		All Others	8.3		All Others	9.6	

Typical spot arguments vs. spot carriers

“Each network has its share of sub-par affiliates which, for a variety of reasons, fail to deliver a normal network share of audience.”

“Variations in network station performance are compounded by differences in local viewing habits. These often produce wide swings in network program ratings market-by-market. Some of these low key audience markets may be much more important to you than others with higher tune-ins.”

Quote—from a recent Petry presentation to Listerine

lightly, or to gloss over its dangers.

A recent, confidential letter from a prominent New York rep to the stations on his list provided a careful analysis of the “Reasons for the Growing Use of Network Carriers” as well as a formidable “Arguments against the use of network carriers.”

Included among reasons for growth were:

1. Increased reach—an advertiser can reach many more homes per week by spreading his commercials among a number of programs, than with single or alternate week sponsorship.

2. Reduced risk—budget is spread over a number of shows. If one flops not all eggs are in one basket.

3. Low cost availabilities as well as “bargain basement selling” by networks of other than top show participations.

4. Opportunities for seasonal or short term advertisers to go network.

5. Opportunities for limited budget advertisers to go network.

6. Minute announcements in prime time—which copymen want.

7. Ease of buying—less work for the agency.

According to this representative the chief arguments against the spot carriers are:

1. Uneven advertising pressure, resulting in a hit-or-miss penetration on a market basis. “An advertiser’s audience is controlled not by his dis-

tribution or potential in a particular market but on such factors as number of stations in the market, viewing levels, popularity of the program in a particular market, and competitive programming.”

2. Greater c-p-m’s for minutes in prime time rather than for spot 20s which, in many cases, can do as good a copy job.

3. The risk factor. Network buys cannot be improved as readily as spot buys.

4. Network clearances. “Each network has blind spots.”

The strategy which this representative plans to employ against the spot carriers centers heavily around the theme “*Network carriers are the breeders of advertising inefficiency.*”

One point of attack: the suspected weakness of network shows in reaching audiences in the top markets. A preliminary analysis of the audience for six spot carriers showed that five out of six reach below average audiences in the top 15 markets.

As the spot vs. spot carrier battle grows in intensity it seems probable that the networks themselves will wheel out formidable pitches to counteract the energetic efforts of the rep firms.

Some industry observers are growing concerned that the developing warfare will confuse overall selling

(Please turn to page 46)

Saturday

“Business is booming, during this time, nets report

CBS and NBC nearly sold out, ABC better than 50%

The upcoming network tv season will see a sharp resurgence in business and programming in the Saturday morning schedules of the three networks. Network spokesmen agree that “business was never better” on Saturday.

Among the major reasons for the “boom” in Saturday morning network business:

- All three networks have cut back their weekday children’s programming.

- Toy companies, spurred on by success, such as that of Mattel Inc. have been approaching the networks with orders.

- Many more advertisers are bringing in packages to the networks and sponsoring them either half or full time.

Another major reason for the effectiveness of Saturday morning advertising sales plans. At NBC, for example, there has been a revamping, not only of the schedule, but of the selling methods as well.

After successfully initiating the plan of selling quarter hours at flat gross package rate on the *Shal Lewis* show last fall, the network has adapted the policy to all of its Saturday morning programs this season.

Here’s how it works. When an advertiser buys a quarter hour at gross package rate, e.g. \$10,500 for *Pip the Piper*, he is entitled to three minutes in that show. He can take these three minutes all in one day, or spread them over a three week period.

“The plan is designed for the smaller advertiser,” explained NBC TV manager of daytime program sales, Bob McFayden. “Since there are no discounts available here, it is not that appealing a plan to the major year-round advertiser,” he said.

morning no longer net tv stepchild

It has been successful in wooing small-to-medium sized advertisers of children's products, as evidenced by the way sales have been going.

Two shows on NBC TV, *Pip the Piper* and *King Leonardo and his Short Subjects* were brought into the network by General Mills. GM, however, sponsors only half of each, the remaining 50% being made available on the flat gross package plan.

CBS and ABC also have shows brought in by advertisers. At CBS, Kellogg is the full sponsor of *Magie Land of Alakazam*, Nestle, for *Roy Rogers*, and Nabisco for *Sky King*. This gives the network 90 minutes for which it doesn't have to sell any time.

Audion Eminee, which brought in Sonny Fox' *On Your Mark* to ABC TV this season (half sponsorship,

half up for grabs) originally brought the show to NBC. It was reportedly turned down at that network because of Fox' contractual obligations to WNEW-TV, which forbid him to appear on any other New York channel. Thus the station lineup would have to preclude the network's flagship station.

Although CBS' lineup starts with a show geared for pre-school age children, and works through to young teenage appeal shows (*Roy Rogers*, *Sky King*), NBC has specifically designed its schedule to graduate from the pre-school level up through high school age.

Update and *Watch Mr. Wizard*, both with definite junior high and high school appeal, can be classified as young people's public affairs shows. *Update* is a current events

series, *Mr. Wizard* a science show.

An interesting development takes place in the sponsor lineup when *Update* hits the airwaves. Until *Update*, NBC's sponsors fall in the general category of cereal, candy, toys. At 12 noon, however Helena Rubinstein has bought into *Update* to publicize her line of teen cosmetics.

And *Watch Mr. Wizard* is sponsored by General Electric, on behalf of its science kits.

Saturday morning sales at all three networks are in good shape at present. CBS, for example, is near ready to post a sold-out sign, with half of *Video Village Junior Edition*, the only available time spot, pre-noon Saturday. CBS, however, has three of its six Saturday morning shows brought in, and completely sponsored by, three advertisers. Kellogg,

They're raking it in for the networks on Saturday



Among the big money makers on the networks this fall in the Saturday morning lineups are NBC TV's Shari Lewis (above) shown with two of her handpuppets; Sonny Fox (above right) coming on to ABC TV with a new show *Magic Ranch*, and the sold out old standby on CBS TV *Captain Kangaroo*. Earliest shows, such as Shari Lewis, and *Captain Kangaroo* are geared to pre-school age children. Later morning shows such as ABC TV's *Update* and *Watch Mr. Wizard* are aimed primarily at grade school and junior high levels



A glance at the fall web Saturday a.m. lineups

	ABC	CBS	NBC
9-9:30 a.m.		Captain Kangaroo \$8,000 per ¼ hr. various sponsors Sold Out	
9:30-10 a.m.			Pip the Piper \$10,500 per ¼ Gen. Mills ½, part. ½ 60% S. O.
10-10:30 a.m.		Video Village—Junior Edition \$2,500 gross + time per ¼ Eldon Toy Co. half still available	Shari Lewis \$15,000 per ¼ Sold Out
10:30-11 a.m.		Mighty Mouse \$2,600 per ¼ hr. Colgate, Ideal Toy, Am. Home Sold Out	King Leonardo \$15,000 per ¼ Gen. Mills ½ ½ part. Sold Out
11-11:30 a.m.	On Your Mark \$15,000 full 30-min. Audion Eminee half available	Magic Land of Alakazam Kellogg	Fury \$13,000 per ¼ 1 min. available
11:30-12 noon	Magic Ranch \$12,000 full half Beatrice Foods half available	Roy Rogers Nestle	Make Room For Daddy \$12,000 per ¼ 30% S. O.
12-12:30 p.m.		Sky King Nabisco	Update \$10,500 per ¼ Helena Rubinstein 50% available
12:30-1 p.m.			Watch Mr. Wizard \$9,000 per ¼ Gen. Electric

Nestle, Nabisco.

NBC is just about three-quarters sold out. Still available are spots on *Pip the Piper* and *Make Room for Daddy*, one minute on *Fury*, and 50% of *King Leonardo* and *Update*. ABC TV is better than 50% sold out on its two shows, at this point. Still available is about 80% of *Magic Ranch*.

Both "old pros" on Saturday morning. CBS and NBC feel "business was never better" in this program block.

Why the advertiser interest? For one thing, when else can a client reach the kiddies with toys, candy, cereal messages? All three networks have their children's inventory locked

into Saturday morning. For another, the "sound and sight barrier" has already been broken, via the success story of companies such as Mattel Inc., and tv is a safe bet for toy companies, one of the largest groups of Saturday morning advertisers.

There are so many toy companies interested in Saturday morning, it presents certain problems to the networks. For instance, one toy participation, precludes all others in a show for a specified period of time, and also precludes a conflicting advertiser getting certain adjacencies on other shows the same day.

Among the toy companies heavy-lifting up their network schedules this (Please turn to page 46)

Have You Thought of Using Radio?—Part Two

The Client

Small budget advertisers bring home proverbial bacon

Low cost and flexibility are among radio's ace assets

Whether it's a blitz or long-range schedule, the small budget advertiser plays to an all-powerful audience in present-day radio, a SPONSOR survey shows. In this article, part two on small budget advertisers, there is sufficient evidence that it isn't necessary to be a big-spending Diamond Jim Brady in order to bring home the proverbial bacon.

The advertiser with a tight budget must get maximum reach for minimum dollars, according to James Duffy, ABC Radio national director of sales. Duffy said a national advertiser with a limited budget has to look for two things: first he must try for the maximum reach and secondly, he must be able to jack-up the interest in his own sales force.

"How much can this advertiser buy on television," Duffy asked. "For the past five years costs have been leaping upwards at an increasingly accelerated rate. A national food advertiser, for instance, with an annual budget of \$52,000 could not even buy one one-half hour prime time television. Or the advertiser might spend his entire annual budget by buying one color page in Life Magazine. For the same money, however, he can afford to buy one spot a week for 52 weeks on ABC Radio Network's *Breakfast Club*. In other words, this advertiser can buy a national property on network radio in a peak audience for a minimum amount of dollars, have more commercial impressions, merchandise successfully from within, make an impact on the food industry in general, jack-up the interest of his own sales force by using a national salesman like Don McNeill, have the coverage factor of 290 markets nationally and have just as much exposure as \$5,000,000 worth of advertising

with the limited radio budget

could bring him on television."

Duffy cited the example of Magla Products Inc., an advertiser on *Breakfast Club* on a minimum schedule. They have now become the number one makers of ironing boards. They achieved this result, according to Duffy, by latching on to the McNeill show at a minimum cost. There are other advantages radio offers a tight-budget advertiser. First of all, network radio is an adult medium . . . Secondly, the television-show advertiser talks only to one group, according to Duffy. Because of the turnover on radio, however, the advertiser can get maximum reach and frequency. Duffy also advanced another argument, namely that radio is the "last word" medium. He cited a recent RAB study which proves conclusively that the housewife hears the last commercial

message before buying—on radio.

Long indeed is the list of advertisers with every size budget—small, medium or large—for whom radio is geared to do an effective job. But for the advertiser with a small or moderate appropriation, radio is the *only* medium capable of delivering real frequency of impression, even in major markets, according to Martin Beck, assistant radio sales manager, The Katz Agency, "The image that can be created through even a modest radio expenditure can have dramatic effect at the advertiser, distributor and retailer levels," Katz told SPONSOR. "Literally dozens of realistic smaller-budget advertiser know that tv's glamour is not for them; that sound economic principle dictates their use of radio as the economical, the resultful, medium for their budgets."

Beck maintained that the big-budget advertiser is making a mistake if he does not allocate more substantial portions of his budget to radio. "If radio works so efficiently for the shrewd buyer of more limited means, it can, for the large advertiser offer a tonnage of impressions of dominant proportions, provide the impact that is vital in the extraordinary competitive battle for the public's attention, and brand loyalty, today," Beck said.

In actuality, a small budget advertiser can provide the ideal test of results on a station for a national advertising campaign, in the opinion of Ralph F. Glazer, sales manager of the New York office of CBS Radio Spot Sales. A small budget usually means a single station buy in each market selected for the campaign, according to Glazer. Glazer cited the



DILLY BEAN small budget campaign over WQXR, N. Y. Station gave Frederic Papert (r) Papert, Koenig, Lois award for campaign. (l to r) Martin Bookspan, Elliott Sanger Jr., Walter Neiman & Elizabeth Robinson of WQXR salute agency for effective radio use



PITTSBURGH PLATE GLASS used limited budget on CBS Radio 'Garry Moore Show' Russ Fernow, manager, Pittsburgh Glass ad and prom. (l) and Bill Firman, assistant general manager, CBS Radio Network Sales (r) shown with response card held by Moore



MAXIMUM REACH with tight budget is achieved by Magla Products on Don McNeill's ABC Radio's 'Breakfast Club.' With McNeill are ad. mgr. Irwin Hanapole (l) sales mgr. Jack Homer

case of the Sicilian Government Tourist Bureau. The U. S. rep of this account's Sicilian Agency, Publispas, Inc. was recently faced with a perplexing problem; the need to build tourism to Sicily with a minimum budget allocation. The solution? Use of CBS Radio Spot Sales represented stations in three key travel revenue-producing markets. New York, Chicago and Philadelphia. Working with the agency, CBS RSS produced a series of commercials selling the attributes of Sicily—these to be aired by station personalities over a background of Italian music. Glazer said programs and adjacencies were selected on a qualitative basis to reach the right audience potential for Europe vacationing, not the *largest* audiences available but rather carefully selected audiences.

The sponsor purchased \$9,000 worth of spots consisting of 12 announcements per week over a two-week period of WCBS, N. Y.: six announcements per week over WBBM, Chicago, for two weeks, and five announcements per week for two weeks over WCAU, Philadelphia. The results were highly "gratifying" the agency reported. "Even the smallest of budgets can buy carefully selected facilities on stations that have the ability to deliver qualified prospects," Glazer said. Glazer also cited remarkable results from a \$26,530 campaign in behalf of the Swiss Cheese Association over six CBS Radio stations.

Both Max M. Friedman, Eastern radio sales manager of H-B Representatives, and Lou Faust, vice president of John Blair & Co., were cer-

tain that modest budget advertisers were getting enormous results in radio. "I can give you a long list—such as Kiplinger, Great American Insurance Co., Blondex, etc.—who use radio exclusively because of the value they receive," Friedman said. "True, these companies can't compete with major advertisers in bud-

et, but they can in *results*, because they buy wisely, and they buy radio. There is no medium that can compare or compete with radio—news-papers, magazines, television, or any other, because radio reaches the greatest number of people at the lowest cost. But most important, radio gets *results*."

"When your budget seems modest in comparison with competition," said Faust, "spot radio should have top consideration because it may well be the one medium in which you can afford enough repetition to get your message across."

There are more small budget advertisers than commonly recognized. Miles David, vice president of RAB, observed carefully. For example, many brands of major national or regional advertisers are 'small budget' advertisers, David observed, adding that they may not have the frequency to justify major expenditure even though they are well established and widely distributed. "The sales effectiveness of radio is something

(Please turn to page 50)



THE TEN COMMANDMENTS FOR A SMALL BUDGET RADIO ADVERTISER

ADVOCATE of small budget radio advertising is Frederick Lyons, director of NBC Radio Spot Sales, who gives his views in the form of ten commandments

1. Don't attempt to "buckshot" in all markets at once.
2. Don't make a six month campaign out of a three month budget.
3. Effective merchandising to dealers and prospects will extend the impact of your campaign.
4. Buy the stations and times which reach *your* customers.
5. Ratings alone will not guarantee sales success.
6. More than one station in a market will deliver more than *one* audience.
7. Outstanding copy will make up in quality what the budget can't buy in quantity.
8. Shorter announcements can stretch your dollars.
9. Phase your campaign to conform to seasonal sales potential.
10. Expand your campaign by adding markets and frequency when results warrant it.

ARE ADMEN CONFUSING WEB SPOT CARRIERS, SPOT TV?

▼ TvB's Huntington reminds advertisers that net spot carriers and spot tv are not similar and interchangeable

▼ "Confusing the two can cause some advertiser mistakes," the Bureau's v.p. and gen. mgr. points out

By George Huntington
Vice president, general manager, TvB

There's a growing number of advertisers and agencies who apparently do not understand the distinction between network and spot tv. Unless the client's marketing problems have changed, or there's a new philosophy, the advertiser switches should not be taking place. With so many switching between spot tv and network tv participation plans, you'd think the two were similar and interchangeable. I think this confusion can cause some advertisers to make a mistake as they make the change.

It's easy to see where the confusion started. Once upon a time, the average spot user bought a series of spots, the average network advertiser had his own program. At that time, the advertiser took the audience of his spot schedule and compared it with the audience of his network program, computed his cost-per-thousands and felt he knew which was the best buy.

But then the networks added participation schedules and the advertiser learned he could scatter his commercials within these programs just as he had scattered them in spot television. So he took the total audience of these network "spot carriers" and compared it with the spot audience, computed efficiency, and took his pick.

This picking one form of television over another just on the basis of audience size and cost efficiency overlooks the big difference between

these types of television.

The original definition of spot tv says it well: It's market-by-market tv, a form that allows added weight in one market while another market gets less . . . depending upon the importance of each market to the advertiser. Network advertising sends *equal* advertising weight to each market; spot advertising is *unequal* weight originating in each market.

It does not matter how many spots in the total schedule, spot vs. network. It isn't just the total delivered audience. Just as important is *where* the audience comes from . . . how many from which markets. If you were to take the dollar importance of each market for a specific advertiser and then compute his audience for each of these markets, then and only then could you tell whether spot or network plans were most efficient. This arithmetic will vary advertiser-by-advertiser because few have the same dollar value for the same markets.

Take the case of an advertiser whose product's sales are influenced by the degree of water hardness. If his per capita sales are twice as high in hard water areas as in soft water ones, some people will be worth twice the advertising dollars as others . . . his cost-per-thousand can be twice as high in some areas as in others. Until he knows where his audience came from, this advertiser won't know (1) how much his advertising should cost



"IF MORE advertisers were aware of major differences between spot tv and spot carriers I'll bet fewer would make changes in either direction," says TvB's George Huntington

and (2) which form of television is the more efficient in reaching his best customers. Water hardness or seasonal temperatures or competitive dealer strength, each makes a different map of the nation and each presents a different advertising problem.

So when an advertiser compares spot tv with network plans, he should remember he's really making a choice between controlled advertising weight in *each* market or equal advertising weight in *all* markets. Only after he's aware of the dollar value of the audience each form of television can deliver can he really take his choice. If more advertisers were aware of this major difference between spot tv and the so-called "spot carriers" of network tv, I'll bet fewer would make changes in either direction . . . and television could get back to its business of attracting new business from the great outside world instead of fighting over the business we already have.

TWO NEW ARB STUDIES PROBE

➤ More-than-routine look into tv audience facts is provided by depth research on households, individuals

➤ Children, teens, and adult males average about the same amount of viewing but adult women 50% higher

A pair of ARB studies taking a more-than-routine look into tv audience facts provides a fascinating glimpse of the viewing habits of Americans.

The more detailed of the two studies delves into household and individual viewer characteristics during the week of 2-8 March 1961. The other analyzes audience characteristics by network program type during January 1961.

The probability sample of some 1,600 families in the detailed study is based on a universe of U. S. tv homes with telephones—a group totaling 47.5 million families and 152.1 million individuals. There is a wealth

of basic data broken down by (1) daytime, (2) nighttime, (3) weekend and (4) total week and cross-tabulated by (1) family size, (2) age of head of household, (3) family income, (4) age, (5) sex, (6) housewives, and (7) grocery spending.

Here are some of the more basic facts in the study:

- While large families do about 50% more viewing than small families on the average, the total amount of viewing by small families is about a third more than large families. This seemingly contradictory statement can be explained by the fact that, despite all the kids around, there are about twice as many small

families (1-2 persons) as large families (5-plus persons).

The larger gross viewing of small families totals up despite the fact there are about 50% more individuals in all large families than in all small families, and despite the fact that, on the average, the large family (and the children thereof) does twice as much viewing on daytime weekdays than the small family. What tips the balance is the habit of families to do most of their viewing at night. Average nighttime viewing among small families is almost as high as among large families. (Note that, in all cases, the figures deal with telephone families.)

- Families with younger household heads (under 40) do more viewing on the average than families with older household heads. This is undoubtedly due to the fact that the younger household heads have more children at home.

- Contrary to popular notion, there is no simple relationship be-

HOW NETWORK TV SHOWS RANK IN POPULARITY

	Adventure	Children's	Crime/ Mystery	Docu- mentary	Drama	Game/ Panel	Situation Comedy	Sports	Variety	Western
By homes	4	9	1	8	6	10	3	7	5	2
By persons	4	6	1	8	9	10	3	7	5	2
By men	3	10	1	7	8	9	4	6	5	2
By women	5	10	1	7	6	8	3	9	4	2
By teens	3	6	1	8	9	10	4	7	5	2
By children	4	1	5	9	10	8	2	7	6	3

Source: ARB tv national report, January 1961

VIEWING

HOW VIEWING DIFFERS BY FAMILY TYPE AND AGE OF ADULTS, CHILDREN

AVERAGE HOURS OF VIEWING PER WEEK

By family size (family viewing)

1-2 members (37%)	3-4 members (45%)	5-plus members (18%)	Average (100%)
27.2 hrs.	34.9	41.6	33.2

By age of household head (family viewing)

Under 40 (36%)	40-54 (36%)	Over 54 (28%)	Average (100%)
36.6 hrs.	32.7	29.7	33.2

By family income (family viewing)

Under \$4M (23%)	\$4-7M (47%)	\$7-10M (21%)	Over \$10M (9%)	Average (100%)
32.0 hrs.	36.8	32.3	25.6	33.2

By age of children (individual viewing)

12 and under	13-17
16.3 hrs.	17.8

By age of men (individual viewing)

18-29 (18%)	30-39 (25%)	40-49 (24%)	Over 49 (33%)	Average (100%)
15.2 hrs.	16.2	16.9	20.7	17.7

By age of women (individual viewing)

18-29 (20%)	30-39 (24%)	40-49 (24%)	Over 49 (32%)	Average (100%)
22.0 hrs.	22.0	22.7	30.1	24.8

By age of housewife (individual viewing)

18-29	30-39	40-49	Over 49	Average
26.6 hrs.	22.5	21.8	26.0	23.6

Source: ARB tv national report, March 1961

STRIKING difference in the amount of weekly viewing hours among women compared to men and children is shown here. Children average around 17 hours, men nearly 18 but adult women spend nearly 25 hours weekly in front of tv set. Note women over 49 view 30 hours

tween family income level and amount of family viewing (see chart). Families making between \$4,000 and \$6,999 (and who account for 47% of all families in the sample) do more than half (51.3%) of all viewing. The over-\$10,000 families (which account for 9% of all families in the sample) tally up 6.8% of all viewing.

- Children, teens and adult males do about the same amount of viewing on the average. The adult (over 18) woman does considerably more—about 50% more. The most tv-happy group among all the age groups is the woman over 49 who accounts for a solid 30 hours a week before the electronic screen—more than four hours a day. The man over 49 does more viewing than the younger man but less than women in the younger age groups.

The older adult not only does more viewing on the average than the younger adult but predominates even more on a gross viewing level since there are more adults in the over-49 category than in any of the other age categories measured in the ARB study. Of all viewing done by adult women, the portion accounted for by the over-49 female group (32% of all adult women) is practically 39%.

However, when the adult woman is limited to housewives, the age factor in viewing becomes less important. Here, the young (18-29) housewife does about as much viewing as the older housewife and both do more, on the average, than the housewives in the age span between them.

In the area of network tv programming, the other ARB study, here are highlights:

- There are no striking differences in program viewing habits among men, women, teens, and children. One reason, of course, is that viewing is a family affair. Some obvious differences emerge. Men like adventure and sport shows more than women; women like drama more than men. Documentaries and westerns rank the same in popularity among men and women. Westerns

(Please turn to page 48)



MERCURY DEALERS ACCELERATE RADIO DRIVES

► Success of Southern Calif. dealer group's heavy spot push sends other area dealers off in the same direction

► Dealers credited with over half the business joined latest drive; radio's budget share doubles in two years

A spot radio campaign, constructed for Lincoln-Mercury dealers of Southern California by Kenyon & Eckhardt for the '59-60 selling season, and continued with variations ever since, has turned out to be the prototype for a growing number of L-M dealer groups across the nation.

Consequently, radio's share of the dealers' aggregate advertising budget has doubled within the past two years, reaching new spending heights.

What's the formula which had the Southern California dealers, and now their brethren elsewhere, asking for more?

"Frequency is the essence of the campaign," states K&E media group head Bren Baldwin. "The programmers of radio have set it up as a background/reminder medium and we use it that way, blending right in with the medium. With radio formats what they are, you can't expect audiences to be breathlessly awaiting your message. We take advantage of radio's reminder quality, and talk to the audience all day and night—(half the time they probably don't realize they're hearing us), until we get our message across.

"At the outset we determined we would dominate whatever medium we selected. We chose radio because of its omnipresence—it's all over the house and in automobiles. In California, radio home audiences are as high as anywhere, and there's the extra audience dividend of a society almost entirely dependant on automobiles for transportation."

The initial campaign encompassed about 25 stations mostly in Southern California but including some exposure in Las Vegas and Phoenix. For the first six weeks the area was blanketed with 2,400 spots per week, 450 via Los Angeles stations. About half this spot weight was employed during the next five weeks. Nearly all of the area dealers association ad dollars were invested in the radio burst, unusual for this type of ac-

count since long dealer lists often are in the copy, a factor favoring print's inclusion.

It's central theme—another theme to come out of the California project is the usefulness of a unifying theme—was "PDQ." The jingle urged listeners to see the new Mercury "PDQ. pretty darn quick." PDQ also was given the meaning, "price deal, quality."

Results? These dealer associations meet quarterly, Baldwin relates, and when an advertising program fails to move cars off the floor rapidly enough to suit the dealers, they give vent to their dissatisfaction with much gusto at the ensuing meeting, and that's all for the campaign in question. In this case, the Southern California dealers asked for more radio support the

STRATEGISTS on the go in Kenyon & Eckhardt corridor include (l to r), Lou Kennedy, media supervisor; Bren Baldwin, media group head, and Ray Fertakos, assistant buyer.





MEDIA MAN OUTLINES TACTICS USED BY AUTO DEALER GROUPS

"Don't expect radio audiences to be breathlessly awaiting your message," cautions K&E media group head Bren Baldwin. "The programmers of radio have set it up as a background medium, so frequency is the key. We blend in with radio's background/reminder quality, and talk to the audience all day and night (half the time they probably don't realize they're hearing us), until we get our message across. For the Southern Calif. Lincoln-Mercury dealers we had the all too rare opportunity to apply this strategy totally, and the dealers, who are our severest critics, voiced their approval of the results by requesting another radio campaign." From this beginning, spot radio strategy has spread to L-M dealers responsible for over half the business of their Ford Motor Co. segment.

following spring and summer.

And word of the Southern California experience spread among Lincoln-Mercury-Comet dealers across the nation. In response to their heightened enthusiasm for radio, K&E developed a '61 campaign which was embraced by dealer associations responsible for better than half of this Ford Div.'s total business. It was given the central theme of "The Big Drive," with copy to the effect that "The big drive is on at your Mercury-Comet dealers. . . ."

Campaign lengths varied from region to region, with the New York area's four-month stint the longest. But from this past February to July, radio drives were on. In New York, they got underway in mid-February, with about 60 days of radio content planned. So encouraging were the sales, however, that it was held over another 60 days. As the campaign progressed, new copy, along with story lines, was inserted. It stated at one point for instance, that sales in the New York area were up 72% over the previous month. While it was to be expected that March sales could be greater than February's, that increase is considered outstanding. Baldwin sees the New York re-

sults as especially significant since, according to him, New York is not thought of an outstanding radio area.

Additional noteworthy month-to-month sales hikes that took place during "The Big Drive," and were passed on to the radio audience: Boston, district, up 58%; St. Louis district, up 38%, the lowest figure recorded among districts participating in the Big Drive, and yet considered a very sizeable increase.

Frequency for "The Big Drive" reached 75-100 spots per week in roughly 15 major markets, while 20 was minimum for small communities. While this is on a lesser scale than the initial Southern California blitz, the spots were concentrated in weekday traffic time and weekends, thereby building frequency in terms of the more limited time period.

Speaking of week-ends, it is Baldwin's observation that many underestimate the in-car plus that radio offers. Depending on the market and the time of year, he has found that week-end radio audiences are inflated from 25 to 40% thanks to in-car listening.

While a variety of spot lengths carry the L-M dealers' message, most prominent is the minute, with 50 seconds of electrical transcription.

and 10 set aside for locally inserted tag, usually for dealer listings. The e.t. portion is divided between jingle and spoken copy. The jingle is usually the same for dealers across the country, but spoken copy often must be tailored separately from district to district, and at times from market to market. To maintain a freshness while continuing with the same jingle tune and copy theme, the musical tempo is varied.

In looking back over that initial west coast campaign, Baldwin points out that whatever medium you work with in Southern California, where the mode of living is different, you have problems. For instance, the newspapers' combined circulation in Los Angeles amounts to less than three-quarters of the population, without even considering duplication; whereas in other area newspapers often hit 90% or better, according to Baldwin. And he cites net tv ratings as another example of atypical behavior on the West Coast.

As for radio, Baldwin finds that terrain presents a big problem in Southern California. Mountains play havoc with stations' signals, so an experienced hand is needed to buy complete radio coverage. ▀

SPONSOR ASKS:

DO YOU FORESEE ANY NEW BUYING PATTERNS FOR SPOT TV?

Those replying to this week's question are:

- **Adam Young**, The Adam Young Companies, New York
- **Jack Denninger**, Blair-TV, New York
- **Edward W. Lier**, Avery-Knodel Inc., New York

Adam Young, president, The Adam Young Companies, New York

By and large, it looks like a good national spot tv year for the major and top secondary markets, and a not quite so optimistic outlook for the smaller markets.

Spot activity will significantly increase in the top 25 markets, and to an appreciable extent in markets 26 through 50. The lesser markets will not share in the bonanza, principally because of the fact there are so many more minute carriers on all three networks.

However, this picture has its lighter side for small market television. Forced to turn to other sources of revenue, these stations began to develop lucrative regional business.



Activity will significantly increase in top 25, and appreciably in 26 through 50

Many of these accounts upon which stations began to concentrate had regional distribution or private labels in certain areas. Via the use of tv, they expanded their marketing area and increased sales. We think this one of the important areas in which smaller market stations must apply themselves to replace dollars taken away by network carriers.

Another salient trend is that each year seems to see earlier fall buying than the preceding year. This summer everybody seems to have been

out buying a couple of weeks earlier than a year ago, which was a couple of weeks earlier than the year before. This phenomenon is apparently connected with the tightening of availabilities; as good avails get scarcer, advance buying increases.

A phenomenon of this fall's buying season, which hopefully will be a portent for the coming year, is the tremendous coffee activity. Coffee accounts have gone wild! In a period of less than two weeks, the following accounts broke: Folgers; Hills Brothers; Instant Maxwell House; regular Maxwell House; Chock Full O' Nuts which is extending distribution from New York to midwest and England; Chase & Sanborn; Nescafe; and new Carnation Coffee Mate, to be distributed in southeast portion of the country. All these accounts erupted within ten days, and all expect Chase & Sanborn wanted prime time I.D.'s and 20's. (C&S prefers minutes, which generally takes them into fringe areas.) Naturally, because so many competing accounts wanted virtually the same thing, avails were tight. But most requests were accommodated, mainly because of expanded breaks in prime time on network stations. However, this hasn't frozen out I.D. advertisers either; they generally have been able to find what they wanted.

Another industry which should affect long range benefits to spot tv is the cosmetic companies, which already are the second largest advertisers in the spot medium. The old standbys—Helene Curtis, Avon and Revlon—are changing their marketing or advertising techniques. Curtis is starting to sell door to door; Avon is selling in grocery stores unusually packaged products; Revlon is promoting a "matte" look. You can bet that all of these innovations will result in the spending of additional dollars in spot television. Meanwhile,

new companies are attempting to storm the bastions heretofore reserved for the entrenched companies. In the hair coloring field alone, at least 10 companies have moved in within the last two years. But the vortex of the struggle are the attempts of the leaders to move into each other's bailiwicks. And top cosmetics makers are sharply increasing new product lines.

So far, there has been no demand for 30's or 40's. We think that after creative people at agencies develop copy and production for these spots, demand for these new length announcements will rise proportionately. These new spots will become a factor not sooner than after the first of the year, in our judgment. Also by that time, the law of supply and demand will go into effect to put a realistic price on the 30's and 40's. Most stations have priced 30's one and-a-half times the 20-second rate and 40's double.

The rapid recovery from the recent recession—which amazed even pollyanna forecasters—can have only one effect on spot. Rising costs or not, we may be entering the best era to date.

Jack Denninger, vice president, Blair-TV, New York

There are at least three distinct developments which are shaping new buying patterns for spot television.



Because of 30's and 40's, more stations will adopt pre-emptible rate card feature

this year. We believe all of them to be healthy.

(Please turn to page 52)



*Why is approximately 80% of the local TV money in the Des Moines market invested on **KRNT-TV**?*

KRNT-TV makes cash registers ring!



The quality of our quantity of audience is apparent to local advertisers who live here and who must prosper here. Their cash register *must* ring — they have no alibis! Their cash register is their copy tester!

The believability of the exclusive KRNT-TV personalities (we have more than all other stations) is shown by the cash register and by the Central Surveys.

Month after month, year after year, KRNT-TV ratings are high. Highest Newscast ratings in the nation! Highest sportscast ratings! Highest local personality ratings!

If you want to find out more about this unusual station, we suggest you check any business man in your line of work in Des Moines. Ask him about KRNT-TV. You, too, can get outstanding results by advertising on...

KRNT ch. 8 TELEVISION

DES MOINES, IOWA

*An Operation of Cowles Magazines and Broadcasting, Inc.
... and represented by The Katz Agency, Inc.*

28 AUG. - 24 SEPT. NIGHTTIME

	SUNDAY			MONDAY			TUESDAY			A
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
6:00	No net service	I Love Lucy P. Lorillard various sponsors (L&N)	Meet The Pres co-op I-L \$6,500	ABC News aust.	No net service	No net service	ABC News aust.	No net service	No net service	ABC
6:30	Walt Disney Presents (6:30-7:30) A-F \$94,000	Twentieth Century Prudential (R-MeC) D-F \$35,000	No net Service	No net service	D. Edwards News Amer Home (Bates) N-L \$9,500	Huntley- Brinkley Rep. Texaco (C&W) R. J. Reynolds (Esty) N-L \$8,500	No net service	No net service	Huntley- Brinkley Rep. N-L \$8,500	No net
7:00	Maytag (Burnett) Canada Dry Metrecal (K&E) Simoniz (DFS)	Lassie Campbell Soup (BBDO) A-F \$37,000	Bullwinkle Gen. Mills (D-F-S) Ideal Toy (Grey) \$36,000	No net service	No net service	No net service	Focus on America	No net service	No net service	No net
7:30	Maverick (7:30-8:30) Kaiser Co (Y&R) Nozzema (SSCB) W-F \$82,000	Dennis The Menace Kellogg (Burnett) Best Foods (GB&B) Sa-F \$36,000	Walt Disney's Wonderful World of Colo Kodak (JWT) RCA (JWT) \$98,000	Cheyenne (7:30-8:30) Ed Dalton (N&E) W-F \$87,000	To Tell The Truth Am. Home (Bates) R.J. Reynolds (Esty) ScF \$18,000	No net service	Bugs Bunny G. Fds. (B&B)	No net service	Laramie (7:30-8:30) R. J. Reynolds (Esty) Beech-Nut (Y&R) W-F \$85,000	Hong (7:30) Kaiser Armour Metrecal Ma (Bul) A-F
8:00	Maverick R.J. Reynolds (Esty) Armour (FC&B)	Ed Sullivan (8-9) Colgate (Bates) alt Kodak (JWT) V-L \$85,800	Walt Disney's Wonderful World of Colo	Cheyenne P&G (B&B) Amer. Tobacco (BBDO)	Pete and Gladys Goodyear (Y&R) Carnation (EWRB) Sc-F \$37,000	National Velve Gen. Mills (BBDO) Bulova (SSC&B)	The Rifleman P&G (B&B) W-F \$38,000	Father Knows Best Scott (JWT) Van Camp (EWRB) Warner Lamber ScF \$34,000	Laramie	Hong Lorillard Lehn (GM) Miles
8:30	Lawman R. J. Reynolds (Esty) Whitehall (Bates) W-F \$41,000	Ed Sullivan	Car 54, Where Are You P&G (Burnett) \$46,000	Surfside 6 (8:30-9:30) Brn & Wmen Pontiac (MacM&A) J&J (Y&R) Whithall (Bates) A-F \$87,800	Bringing Up Buddy Scott (JWT) Se-F \$35,000	Price Is Right P. Lorillard (L&N) Amer. Home Products (Bates) \$22,500	Wyatt Earp Gen Mills (DFS) alt P&G (Compton) W-F \$40,000	Dobie Gillis Pillsbury (Burnett) alt Pbllip Morris (Burnett) Se-F \$37,000	Alfred Hitchcock Ford (JWT) Revlon (Grey) My-F \$85,000	Ozzie & Kodak Coca (MeC) Sc-F
9:00	The Rebel P&G (Y&R) L&M (D.F.S.) W-F \$42,500	G. E. Theatre Gen Electric (BBDO) Dr-F \$51,000	Bonanza Chevrolet (C-E) \$88,000	Surfside 6 Whitehall (Bates)	Spike Jones Show Gen. Fds. (B&B) Sc-F \$27,000	Whispering Smith Warner Lamber Lehn & Fink (SMM&B) Polaroid (DDB) Ponds (NCK) Schick \$26,000	Stagecoach West (9-10) B & W (Esty) Miles (Wade) Colgate (Bates) Corn Prod Metrecal W-F \$87,000	Comedy Spotlight Quaker Oats (JWT) P&G (Burnett) ScF \$38,000	Thriller (9-10) All State (Bur- nett); Glenbrook (DFS); Am. H. Curtis (K&E) Colgate (Bates)	Hawaii Eye (9:30-10) Carter (Beecham) Miles (4) My-F \$4
9:30	Asphalt Jungle (9:30-10:30) Simoniz Beecham (K&E) A-F \$84,000	Holiday Lodge Lever (SSC&B) State Farm (NL&B) AN-F \$8-9,000	Bonanza	Adv. In Paradise (9:30-10:30) Nozzema (SSC&B) DuPont (BBDO) Lever (BBDO) A-F \$92,900	Ann Sothern Show Gen. Fds. (B&B) Sc-F \$24,000	Concentration P. Lorillard (L&N)	Stagecoach West Ralston (Gardner)	Playhouse 90 (9:30-11) S. C. Johnson P&G (B&B) P. Lorl. (L&N) Bristol-Myers (Y&R) Star-Kist (Bur)	Thriller B-Nut Life Savers (Y&R) Tobacco (SSCB) (My-F \$85,000)	Hawaii Eye (9:30-10) Carter (Beecham) Miles (4) My-F \$4
10:00	Carter (Bates) Corn Pro (L&N) American Chicle (Ted Bates) Metrecal (S&E) Union Car (Esty) Am. To. (SSCB)	Candid Camera Lever (JWT) Bristol-Myers (Y&R) AuP-L \$34,000	Dupont Show of the Week Dupont (BBDO) \$75,000	Adv. In Paradise L&M (McO-E) J. B. Williams (Parkson) Whitehall, Am. Chicle (Bates)	Glenn Miller Time Lorillard (L&N) G. Fds (Y&R) Mu \$9,000	Thriller Amer. Tobacco (SSC&B) Sterling (DFS) Corning (Ayer) Latax (Bates) Pillsbury (C-Milthum)	Alcoa Presents Alcoa (FSB) Dr-F \$38,000	Playhouse 90 \$10,000	Cains 100 Lorillard (L&N) Sunbeam (FCC&B) Latax (Bates) Block (Grey)	Naked Eye (10-11) A. Chicle (MeC) My-F
10:30	Editor's Choice	What's My Line Kellogg All-State (Burnett) Q-L \$32,000	Dupont Show of the Week	Peter Gunn Bristol-Myers (DCSS), R. J. Reynolds (Esty) My-F \$39,000	Brenner P&G (B&B)	Colgate (Bates) Union Carbide (Esty) Block (Grey) Max Factor (K&E) \$85,000	No net service	Playhouse 90	Beechnut (Y&R) \$1,000	Naked Eye Bris. My Brn & W (L&N) Beech (W&L)

Specials.
The only regularly scheduled programs not listed are: Jack Paar, NBC TV, 11:15 p.m.-1 a.m., Monday-Friday, participating sponsorship; Sunday News Special, CBS TV, Sunday, 11-11:15 p.m. Specials for this period are: NBC TV: Purex (Weiss): 8/29, Change of Life, 10-11 p.m.; 9/25 Margaret Bourke White Story, 10-11 p.m.; 9/12 Will Rogers Story, 9-10 p.m. 9/19 NBC White Paper, Angola: Journey to War, 9/12 9-10

p.m. CBS TV: Miss America Beauty Pageant, 9/9, 9:30-12 p.m., Philco, Pepsi Cola (BBDO), General Motors (D. P. Brother), Toni (North), \$125,000. Alan King Show, 9/18, 10-10:30 p.m., General Foods (B&B), \$150,000. ABC TV: Connie Francis Show, 9/13, 9-10:00 p.m., Beecham (K&E), \$225,000. Bell & Howell Closeup, 9/19, 10-11:00 p.m., \$25,000. Ernie Kovacs show, 9/21, 10-11:00 p.m., Consolidated Cigar (EWRB).

COMPARAGRAPH

WEDNESDAY			THURSDAY			FRIDAY			SATURDAY		
NBC			ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
No net service	No net service	No net service	ABC News sust	No net service	No net service	ABC News sust	No net service	No net service	No net service	No net service	No net service
	Huntley-Brinkley Rep. Texaco (C&W) N-L \$6,500†	No net service	D. Edwards News Philip Morris alt Goodyear (Burnett) N-L \$9,500†	Huntley-Brinkley Rep. Texaco (C&W) N-L \$6,500†	No net service	D. Edwards News Parliament (R&B) alt Amer. Home (Bates) N-L \$9,500†	Huntley-Brinkley Rep. Texaco (C&W) N-L \$6,500†	No net service	No net service	No net service	No net service
	Huntley-Brinkley Rep. Texaco (repeat feed)	No net service	D. Edwards News Philip Morris alt Goodyear (repeat feed)	Huntley-Brinkley Rep. Texaco (repeat feed)	No net service	D. Edwards News Parliament alt Amer. Home (repeat feed)	Huntley-Brinkley Rep. Texaco (repeat feed)	No net service	No net service	No net service	No net service
	Wagon Train (7:30-8:30) Rerlon (Grey) W-F \$88,000	Guestward Ho! Simoniz (DFS) Maytag (Burnett) Ralston (GB&B) Miles (Wade) Lanolin Plus Sc-F \$38,000	Summer Sports Spectacular Bristol-Myers (DCS&S) Schlitz (JWT) \$13,000	The Outlaws B&W, Pillsbury (C-Mithun); W-F \$88,000	Matty's Funnies Mattel (Carson Roberts) Sc-F \$10,000	Rawhide Van Camp (EWR&R) Drackett (Y&R) P. Morris (B&R) B. Myers (Y&R) Colgate (L&N) W-F \$80,000	International Showtime 7-Up (JWT) Sandura (H&G)	The Roaring 20's Armour (FC&B) Metrecai (K&E) Brown & Williamson Lanolin Plus	Perry Mason (7:30-8:30) Colgate (Bates) Parliament (B&B) My-F \$91,000	Bonanza (7:30-8:30) P&G (B&B) W-F \$78,000	
	Wagon Train R. J. Reynolds (Esty) Nat'l Bisc. (Mc-E) Ford (JWT)	Donna Reed Campbell (BBDO) alt Johnson & J (Y&R) Sc-F \$40,000	Summer Sports Spectacular	The Outlaws 8-Nut Life Saver (Y&R); War-Lam (L&F); Colgate (Bates)	Harrigan & Son Reynolds (Frank) CC-F \$39,000	Rawhide Nabisco (Mc-E)	Bulova (SSC&B) Warner-Lambert (CL&F) Beecham (Y&R)	The Roaring 20's Miles Norelco Maytag (Burnett) Simoniz (DFS)	Perry Mason Sterling (DFS) Drackett (Y&R) Moores (B&B)	Bonanza segs open Am. Tob. (BBDO)	
	Joey Bishop N&G (B&B) Amer. Tobacco \$48,000	The Real McCoys (Compton) Sc-F \$41,000	Frontier Justice S. C. Johnson (B&B) P. Lorillard (L&N) W-F \$45,000	Bat Masterson (9/29 S) Sealtest (Ayer) W-F \$39,000	Flintstones Miles (Wadel) alt R. J. Reynolds (Esty) CC-F \$44,000	Route 66 (8:30-9:30) Chevrolet (C-E) Sterling (DFS) Philip Morris (Burnett) A-F \$85,000	5 Star Jubilee St 5/12 Massey-Ferguson (NL&B) Sc-F \$30,000	Leave It To Beaver Ralston (Gardner GB&B) Colgate (Bates) Miles (Wade) Sc-F \$30,000	Checkmate (8:30-9:30) Brn. & Wmsn. (Bates) alt K. Clark (F&C&B) My-F \$80,000	Tall Man B. J. Reynolds (Esty) Block (Grey) B. Nut (Y&R)	
	Kraft Mystery Theatre Kraft (JWT) \$18,000	My Three Sons Chevrolet (C-E) Sc-F \$49,500	Gunslinger 9-10 p.m. Block Drug (Grey) Bristol-Myers (DCS&S) W-F \$87,000	Bachelor Father Whitehall (Bates) alt Am Tob (Gumblinner) Sc-F \$38,000	77 Sunset Strip (9-10) Am. Chicle (Bates) My-F \$85,000	Route 66	Lawless Years (5/12 S) alt B-Culver (Comp.) Br & Wmsn (KMJ) \$8,000	Lawrence Welk (9-10) J. B. Williams (Parkson) Blu-L \$45,000	St 9/16 The Defenders Brown & Wmsn. (Bates) Kimberly (Clark) (FC&B) Lever (OB&M) \$102,000	Lanolin Plus (D&C) Chemstrand (D&C) U. Carbide (Esty)	
	Kraft Mystery Theatre	Untouchables (9:30-10:30) Armour (FC&B) L&M (Mc-E) Schick (Compton) Ritchie My-F \$90,000	Gunslinger	Great Ghost Tales St 7/6 Ford (JWT) My \$12,000	77 Sunset Strip R. J. Reynolds (Esty) Whitehall (Bates) Bryceem (K&E)	Adventure Theatre Bristol Myers (DCS&S)	Westinghouse Playhouse Westinghouse (Mc-E) D-F \$12,000	Lawrence Welk	Have Gun Will Travel W'hall (Bates) alt Lever (JWT) W-F \$40,000	Leeming (Esty) Noxzema (SSC&B) Maybelline (H&W) Curtis (M-E)	
	It Could Be You P&G (B&B) Au-L \$18,000 The Jimmy Durante Show Brewer's Assoc. 8/9 (10-11) ●	Untouchables Whitehall (Bates) Block Drug (Grey) Corn Prod (L&N)	CBS Reports alt Face the Nation (10-11) Bristol-Myers (Y&R) Lipton (SSC&B)	Groucho Marx Block (SSC&B) Toni (North) AuP-L \$30,000	Robert Taylor in The Detectives P&G (B&B) My-F \$45,000 8/4 (10-concl.) All Star Fitball	Twilight Zone L&N (McCann) Colgate (McC) A-F \$36,000	Michael Shayne (10-11) Oldsmobile (Brother) My-F \$78,000 Polaroid (DDB) Ponds (NCK)	Fight-Week Gillette (Maxon) El Producto (Compton) Sp-L \$45,000	Gunsmoke L&M (DFS) alt Sperry-Rand (Y&R) W-F \$42,000	Lalox (Bates) Bulova (SSC&B) \$39,000	
	No net service	Silents Please Miles (Wade) Ralston Purina Consolidated Cigar (WRR) \$14,000	CBS Reports alt Face the Nation	No net service	Law & Mr. Jones P&G (B&B) Lorillard (Grey) Metrecai (K&E) A-F \$41,000	Pers. to Pers. Block Drugs (Grey) P. Lorillard St 9/22 Eyewitness Amer. Cyanamid Liggett & Myers	Michael Shayne (Brother) Max Factor (K&E) Lorillard (L&N) Dow (NCC)	Make That Spare Brn. & Wmsn. (Bates) Gillette (Maxon)	No net service	No net service	

200,000. CIC, various sponsors, 9/23, 7:30-8:30 p.m., price not available. Network Preview, 9/24, sponsors and price not available. Prices do not include sustaining, participating or co-op programs. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include commercials or other charges. Program types are indicated as follows (A) Adventure,

(An) Anthology, (Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr) Drama, (F) Film, (I) Interview, (J) Juvenile, (L) Live, (M) Misc., (Mu) Music, (My) Mystery, (N) News, (Q) Quiz-Panel, (Sc) Situation Comedy, (Sp) Sports, (V) Variety, (W) Western. †No charge for repeats. L preceding date means last date on air. S means starting date for new show or sponsor in time slot. ‡Price not available.

COMING... SEPT. 3rd!



* the **TALLEST TOWER**
in the **SOUTH...makes**
SHREVEPORT the
Nation's Newest 3-
Station TV Market

- * 300,000-plus
TV HOMES!
- * MAXIMUM Power!
- * CITY-GRADE signal
in TWO standard
metro areas!

... covers TWO markets
with ONE cost! ... and
BLANKETS the tri-corners
of Texas, Arkansas,
Louisiana!

KTAL★TV

CHANNEL 6

NBC for
SHREVEPORT
TEXARKANA AND THE ARK-LA-TEX

Walter M. Windsor
General Mgr.

James S. Dugan
Sales Director

*1,580 feet above aver-
age terrain! For the
complete "Kay-TALL"
story get the facts
from ...



National and regional bu-
in work now or recently complete

SPOT BUYS

TV BUYS

General Mills, Minneapolis, will open a spot campaign for its Bi quick. The starting date is 19 September and from there it will go into a four-week flight. The time segments on this one will be day and night minutes and their frequency depends on each market. There will be some 40 markets involved, scattered from coast to coast. Agency: Knox Reeves, Minneapolis. Buyer: Phil Archer.

Chun King, Minneapolis, is again on the move, this time with three sets of campaigns each in a two-week flight. This will also use day and night minutes in some 40 markets. It calls for a 12 plan in each market. Agency: BBDO, Minneapolis. Buyer: Betty Hitch.

Filbert Corp., Baltimore, will begin a spot promotion for Mrs. Filbert's margarine. This is scheduled to begin 11 September for a 10-week flight. It will use day and night minutes at a frequency of 6 to 12 per week. There will be approximately 30-40 markets involved. Agency: Y&R, N. Y. Buyer: Eugene Camoosa.

Post Cereal, Battle Creek, has a spot campaign planned for its Top 3. This is scheduled for a September start and will most likely head for an eight-week flight. Time segments in this one will be minutes in and around kid shows. This will involve some 25 markets. Agency: B&B, N. Y. Buyer: George Simko.

Bristol-Myers, New York, will run a promotion for its Excedrin starting 1 October to continue through one year. This will use minutes in early and late evening and will involve about 26 markets. Agency: Y&R, N. Y. Buyer: Gene Grealish. Also, Bristol-Myers will promote another product: 4-Way Cold Tablets. Time segments in this one will be minutes, 20's and I.D.'s in fringe daytime and late night. Its scheduled for a 2 or 9 October start and will go for 20 weeks in 22 markets. Agency: Donahue & Coe, New York. Buyer: Beth Black.

Continental Baking, -Rye, -New-York, will promote its Morton's frozen biscuits with day and night minutes. This will begin 18 September and will run 13 weeks in about 10 markets. Agency: Bates, New York. Buyer: Gregg Sullivan.

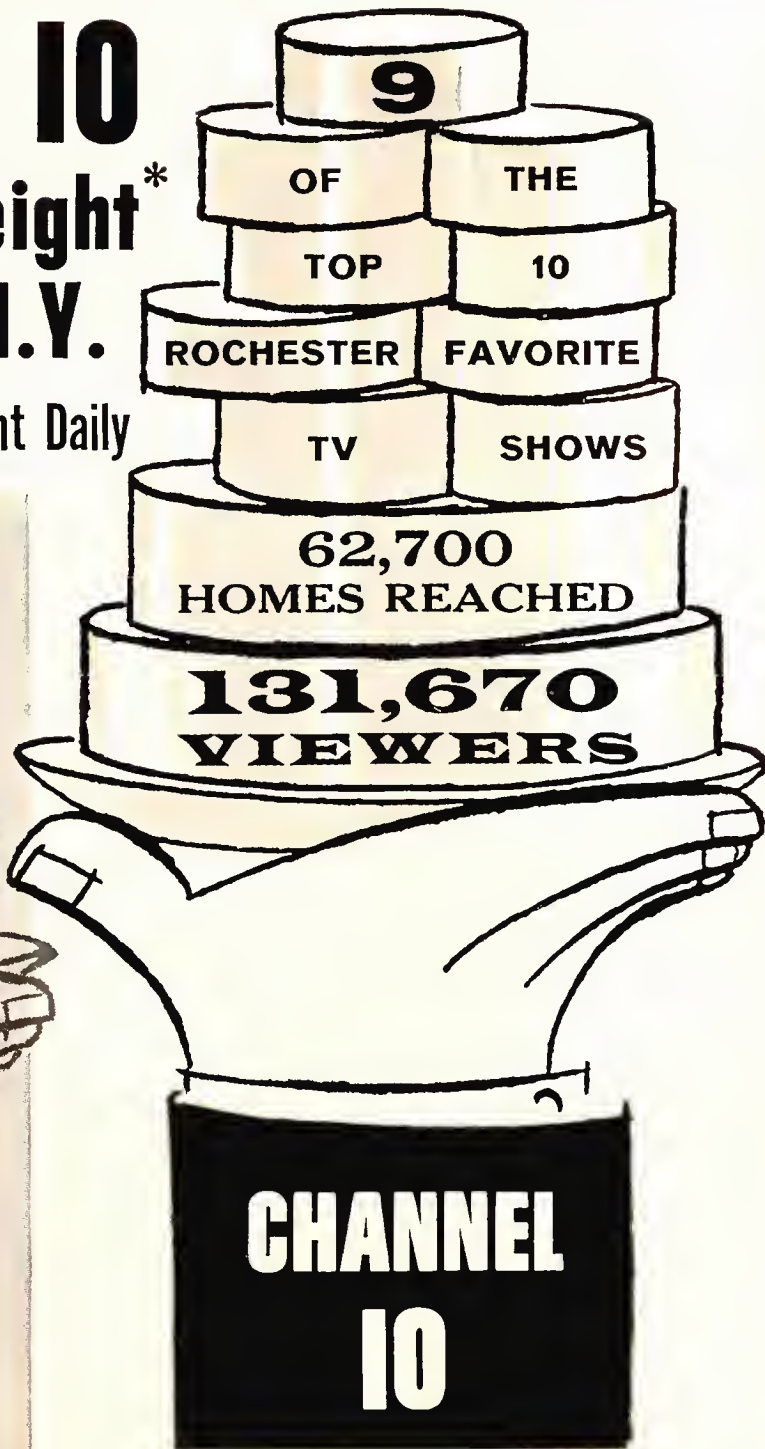
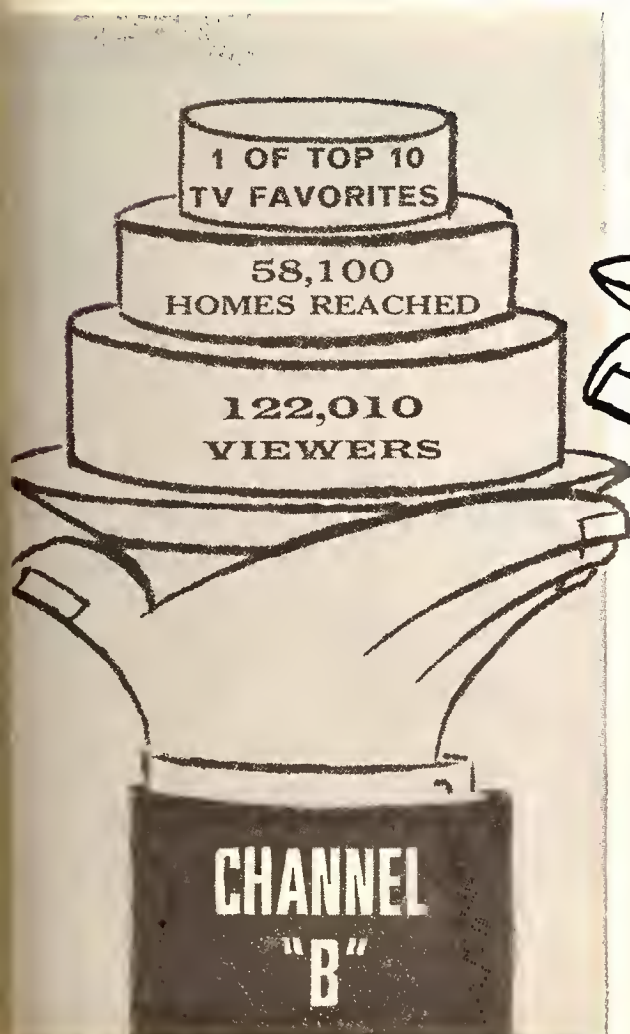
RADIO BUYS

Kitchens of Sara Lee, Chicago, is introducing new products. Apple and Spice cakes, with an extensive campaign. The spot schedule is slated to begin 1 October with a two- or three-week flight. Other flights may follow. Time segments will be day minutes with a frequency of 25 to 35 spots per week. About 35 to 40 markets will be bought. Agency: Hill, Rogers, Mason & Scott, Chicago. Buyer: Miriam Manzer.

CHANNEL 10

Carries The Weight^{*}
In Rochester, N.Y.

From 6:00 P.M. to Midnight Daily



*NIELSEN 4-WEEK SURVEY MAR. 6-APRIL 2, 1961

CHANNEL 10

BASIC CBS AFFILIATE ABC
ROCHESTER, N.Y.

WHEC-TV
EVERETT MCKINNEY INC.



WVET-TV
THE BOLLING CO. INC.

TV SPOT BATTLE

(Continued from page 30)

for the tv medium. (See George Huntington's statement on page 35.)

On the other hand, leading representatives such as Edward P. Shurick, executive v.p. Blair Tv, have expressed fear that the spot carrier route being pursued by the networks will weaken the over-all sales story which the broadcast media have to tell. Says Shurick, "Over the years we in radio and tv have had a great sales plus over all other media—the impact of broadcast personalities associated with an advertiser's products."

"Today, in network tv this advertiser identification with programs is disappearing, and I think this is a great loss for the whole medium."

Significantly, one phase of Blair Tv strategy in selling spot against the spot carriers will be to press the advantages of local station personalities as forceful, believable salesmen.

To this end, Blair Tv is broadening its qualitative research on station image and impact as well as conducting intensive quantitative research for use by its sales staff.

An example of this latter type of study is a recent memo sent to all Blair Tv offices titled "CPM Network Minutes versus Spot Minutes."

To combat what it calls "network propaganda" about the efficiency of spot carrier minutes, Blair analyzed costs for top network carriers in three cities, ABC's *Untouchables* and *Hawaiian Eye* in Philadelphia, NBC's *Outlaws* and *Thriller* in New Orleans and CBS's *Rawhide* and *Checkmate* in Columbus.

Assuming \$35,000 as the cost for each such network minute, Blair figured out what % of the total hour cost was represented by each station, then took this amount of money and worked out schedules of fringe minute to compare with network delivery.

In each case, the fringe minutes delivered more homes at a lower c-p-m than the network participation—\$1.57 vs. \$1.92 in Philadelphia, \$1.36 vs. \$2.70 in New Orleans, \$1.51 vs. \$2.83 in Columbus.

From such efforts and those of their aggressive firms it seems certain that the virtues of spot, as a specific kind of tv, will receive more promotion in 1961-62 than ever before. 📺

SATURDAY DAYTIME

(Continued from page 32)

fall: Audion Eminee, ABC TV; I don Toys and Ideal Toys, CBS TV and Remco and American Doll and NBC TV.

Also very big are the candy, cereal and toy advertisers. After them come the soft drinks, the children shoe companies, and others.

Shari Lewis has a diversified client lineup. These include Nabisco for Children's cereal, Cracker Jack, Matey bubbling bath additive, Remco and American Doll.

How does the programing structure shape up compared to that of last fall? Biggest news here is, of course, ABC TV's addition of two children's shows to its web schedule. Last year, the network was dark until 11:30 when it went on with *Lunch with Soupy Sales*.

Both CBS TV and NBC TV have added a half-hour to their Saturday morning lineups. CBS pushed *Captain Kangaroo* back to a 9 a.m. start and added a children's version of *Video Village* from 10-10:30 a.m. NBC, which heretofore had been dark until 10 a.m. on Saturday, added *Pip the Piper* (9:30-10 a.m.) to its schedule last June, and is continuing with the show through fall.

One of the major reasons for heavying up the Saturday morning block of kids shows, as McFayder pointed out, is the dying out of kids programs during the week. Long gone are the days of *Howdy Doody* or *Pinky Lee* on weekday afternoons.

As a matter of fact, ABC TV this season cut-back its weekday 5:30-6 p.m. strip including *The Lone Ranger*, *Rin Tin Tin*, probably a major factor in that network's decision to open up Saturday morning.

Last fall, NBC's Saturday morning lineup included two shows which have been dropped in favor of programs with more definite children's appeal. These were *My True Story* and *Detective Diary*, replaced by *Make Room for Daddy* and *Update*, respectively.

"With business booming, who knows. The networks may become game enough to go back to weekdays with kids' shows," one network spokesman said.

"The Saturday business was good ten years ago, and it's good again today," he added, "it's like a swinging pendulum." 📺



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income		General Merchandise	\$ 148,789,000
	\$1,761,169,000	Total Retail Sales	\$1,286,255,000
Food Sales	\$ 300,486,000		

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8

Monroe, Louisiana

The only commercial TV station licensed to Monroe.

Photo: Dixie Chemical Division, Commercial Solvents Corporation, manufacturers of agricultural, industrial chemicals and anti-freeze.

CBS • ABC

A James A. Noe Station

Represented by

H-R Television, Inc.

CREATIVITY . . . wfmy-tv creates

sales in the nation's 44th market*

his intricate mosaic based on the sculpture of Queen Nefertite is an example of one of the best known forms of art . . . the creation of design from many small pieces of stone.

For the creation of sales, depend on WFMY-TV to bring together 2.3 million viewers and

produce results for you in the nation's 44th TV market.*

For full details about WFMY-TV's creative abilities in the growing Industrial Piedmont, call your H-R-P representative today.

* Source: Television Magazine, 1960 Data Book



wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 12TH YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.



Remarkable
**ROCKFORD
BELONGS IN YOUR
MARKET MIX**

STIR
UP
SALES
BUY
WREX-TV
THE
HOT
BUY
EVERY
MONTH



GET THE FACTS
FROM OUR
PERSPIRING REPS

H-R TELEVISION, INC.

WREX-TV
CHANNEL 13 ROCKFORD

abc

J. M. BAISCH
Vice Pres. & Gen. Mgr.

Aitkin-Kynett gets a chance to clean up

Housewives in the Tidewater have found two new friends.

1. That new gentle, pink detergent promoted so well by Aitkin-Kynett.
2. Virginia's newest and most exciting radio station, WHIH.

Can't we get the two together? It seems to us Aitkin-Kynett could really clean up. Housewives by the block are now switching to WHIH, because of its livelier music, more intelligent news coverage and vigorous concern with local public issues.

Indeed, whatever product you advertise to Tidewater housewives, check the all-new WHIH before you buy.

WHIH
FORMERLY WLOW
TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel

LIMITED RADIO BUDGET

(Continued from page 34)

that borders on the extraordinary," David said.

"Radio has been getting deeper into the question of sales effectiveness than ever before in the complete history of advertising," David revealed. "The actual dollars flowing in as a result of advertising expenditure have been measured, and if radio demonstrates pull well beyond other media (as it has) then the effectiveness of its economy is shown conclusively."

In the Higbee Department Store Challenge study, conducted by RAB, it was clearly demonstrated how effective was the sales power of radio. David cited the power of radio over newspapers on men's suits. In this instance radio produced \$14.24 in sales per ad dollar while newspapers drew \$5.77 in sales per ad dollars. In the case of radio vs. newspapers on fur-trimmed women's coats, radio obtained \$5.81 in sales per ad dollar while newspaper got \$2.99 in sales per ad dollar.

"That's the real meaning of the basic merchandise results RAB is measuring," David said. "In radio we have talked about our low cost per listener. Now we have shown that with this low cost in delivering communications we also provide high return."

Walter A. Schwartz, national radio sales manager, Westinghouse Broadcasting Company, echoed David's sentiments regarding the proper utilization of radio with resultant sales. "Retailers, who for years have shunned radio because they said, 'it doesn't work,' are showing new interest as a result of the recent RAB-Higbee test," Schwartz declared. "This extensive project clearly proved that proper utilization of radio 'does work' for the retailer."

Schwartz contended there was no such thing as a small budget. "In short, a budget is a budget, some just happen to be bigger than others," he told SPONSOR. "Radio continues to deliver the circulation desired and the problem of the advertiser continues to be how to most effectively and efficiently reach this circulation through today's most personal medium. Today's common reference is... 'our television set'... 'the newspaper'... and 'my radio'."

Pittsburgh Plate Glass Company's use of a limited budget to meet a

specific advertising need is paid off handsomely, according to McCullough, assistant manager, Advertising and Promotion. Pittsburgh, with a budget in the neighborhood of \$50,000 (\$6,750 week), is staging an intensive summer campaign for Sunshade Sole, green-tinted automotive safety goggles on the CBS Radio *Garry Moore Radio Show*. McCullough said Pittsburgh's decision to use radio was based on several concrete factors: (1) it got excellent results from a similar campaign last summer; (2) the cost per thousand and coverage were dandy; (3) the dealers were cited about the program and (4) the network's program promotion and merchandising on Pittsburgh Glass as handled by Art Hecht and Friedman proved "exciting, stimulating and different."

According to Frederick T. Lyons, director of NBC Radio Spot Sales, a small budget advertiser, say in a metropolitan New York area, can accomplish a highly successful campaign by using four or five stations on a budget of \$65,000 over a 12-week period. With a weekly budget of some \$5,000 and the use of 10-15 spots per week on each station, a small budget advertiser would end up with successful results, Lyons told SPONSOR. "I don't believe a decent job can be done with only one station, but if you place your ammunition on four or five outlets, you'd be reaching an audience most loyal to you," Lyons said. "This is something you won't find in tv. Tv is made up, by and large, of a 'switching audience.'" Lyons had 10 emphatic points for small budget radio advertisers. (See box).

One of the most notable successes in a small budget campaign on radio is the now almost historic example of Dilly Beans, a suavely ingratiating job performed by Paper Koenig, Lois, a New York agency. The broadcast budget was about \$50,000. Some 80% of it was in television and one radio station WQXR. Shortly after the campaign was launched, all advertising was suspended—that is, all save the spots on WQXR. Dilly Bean expenditure on the *New York Times* station was \$570 weekly for a package of one minute daytime announcements, 20 per week. Said William Murphy, media director of the agency: "WQXR



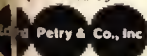
Over 200,000 Atlantans "Salute America" at wsb-tv's July 4th parade



FLAGS FLEW ALL OVER ATLANTA—American flags! Especially along the parade path on July Fourth. As a summer patriotic theme WSB-TV is emphasizing Americanism. Results: stores in metropolitan Atlanta sold out of flags. 200,000 patriots rallied 'round the WSB-TV parade route. The station's "Salute to America" continues with locally produced programs on the Revolutionary, Civil and Cold wars. People in Atlanta look to WSB-TV...the traditional leader.



Represented by



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte, WHIO, WHIO-TV, Dayton.

This Fall in Birmingham

19 OF THE TOP 20 SHOWS * WILL BE ON WAPI-TV

THE CREAM OF NBC
AND CBS TV NETWORKS

- ★ GUNSMOKE
- ★ ANDY GRIFFITH
- ★ DANNY THOMAS
- ★ GARRY MOORE
- ★ HAVE GUN WILL TRAVEL
- ★ G. E. THEATER
- ★ CHECKMATE
- ★ RED SKELTON
- ★ CANDID CAMERA
- ★ I'VE GOT A SECRET
- ★ RAWHIDE
- ★ JACK BENNY
- ★ BONANZA
- ★ DUPONT SHOW
- ★ DENNIS THE MENACE
- ★ TO TELL THE TRUTH
- ★ (SYNDICATED)
- ★ DOBIE GILLIS
- ★ ED SULLIVAN
- ★ WAGON TRAIN

* ACCORDING TO ARB, MARCH 1961,
THESE SHOWS REACHED MORE
HOMES THAN ANY OTHER.



REPRESENTED BY
HARRINGTON, RIGHTER AND PARSONS, INC.

produced the best audience and sales response. Of the four media used, radio was the most effective."

Murphy told SPONSOR that Dilly Bean ("crisp green beans, politely pickled in vinegar and dill. The recipe is ancient Southern and one reason the Confederacy lasted as long as it did") will probably return to the air in the fall with expanded campaigns both in New York and San Francisco. Said Norman S. McGee, WQXR vice president of sales: "Any radio station today can, with the figures at hand—such as set sales, hours tuned in, low cost for maximum coverage, etc.—convince a media buyer that radio is a most reasonable and effective buy. The trick, then, is for the account executive to present his station in terms of individuality so that it becomes important to the buyer to want that station."

This fall will see a raft of small budget advertisers romping in the vineyards of radio and enjoying the fruits thereof. Among the numerous companies with small budgets who plan to make full use of radio are the Treat Potato Chip Company and the Joyva Corporation, maker of Halvah and other confections. Each of these companies, according to Lester L. Wolff, president of Co-Ordinated Marketing agency, plans to spend in the vicinity of \$50,000 in saturation campaigns with commercials ranging from 10 to 60 seconds. While final station selection is still not firmed, probable outlets will be WMGM, WABC, WINS, WMCA, WNEW, WQXR, WLIB, all in New York; WTIC, Hartford, Conn., and WVNJ, Newark, N. J. Most of the advertising budgets of these two companies will be devoted to radio, according to Wolff, who feels that these products get far greater impact on radio than tv. Station personalities will be used to promote the Treat and Joyva products.

"Standing out from the crowd is becoming the prime need of the smaller company, especially for the company that must establish a brand and corporate image at the same time in order to meet the competition from the major manufacturer in the field," Wolff declared. "Constant exposure on a week to week basis is vital. For the small-budgeted company, radio can be the answer."

ARB

(Continued from page 37)

are second and documentaries seventh in audience rank in both cases.

• Crime-mystery shows are No. One favorite among all groups except children. It is not surprising that children's programs are the No. One ranking program category among kids under 12. Situation comedies are next. The following three ranking program types among children are, in order, western, adventure and crime-mystery.

Obviously, the figures on program popularity among children are affected by the fact that, since children go to bed earlier than adults, they are not exposed to all programs on the nighttime schedule. Also, there is an undetermined amount of parental control over children's viewing programs with violence.

• Investigating the number of viewers per set, ARB found, not unexpectedly, that the most popular type of show (crime-mystery) also rated tops in numbers of adults per set. Variety was second in this respect, documentaries were third, and westerns fourth.

In breaking these figures down by men and women, it was shown that advertisers who want a high number of adult males per set would do well to buy sports, while those seeking to reach adult females should keep variety shows in mind.

• Regarding viewing habits of heads of households, ARB showed their viewing preferences by amount of education. Those with less than eight years of schooling seem to prefer game-panel shows, westerns, and situation comedies. Household heads with eight-to-10 years of schooling had about the same tastes as the previous group. In the 11-through-12 years of schooling category, adventure and crime-mystery shows edged out the others. Those with one or two years of college don't seem to have any outstanding preferences and any type of show they particularly dislike—as a group, that is. Among those with 15 or more years of schooling, documentaries were as popular as were sports shows.

• Excluding children's shows, the program type boasting the largest average family size among viewers was the adventure show.

979'
high
or

1020'
above
average
terrain

the
extra
377'
and
new
maximum
power
transmitter
means
3217
square
miles
added
with
more
TV
homes
than
ever
before

NEW AND TALLER TOWER FOR

WOC-TV

WOC-TV AVANT-GARDE OR TRADITIONALIST?

A lot of both, actually!

There is need to pioneer and improvise — as WOC did in 1922 in the unexplored frontier of radio communications. There is need to adapt and refine and to improve as WOC-TV has done since 1949 with the advent of television. The new tall tower and new transmitter are further steps along the way.

The thread that holds the old and the new together is SERVICE. SERVICE to the community in return for loyalty and attention; SERVICE to the advertiser by providing the audience.

In its thirteenth year in television, WOC-TV provides these services through constant attention to programming and by providing the advertiser with a responsive audience and effective merchandising.

For all the details, see your PGW Colonel today!



D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

**ONE
BUY!
FOUR
MARKETS!**



- Albany
- Dothan
- Tallahassee
- Panama City

EXCLUSIVE

NB
C

PROGRAMMING

One buy, one bill, one clearance delivers four market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

WALB-TV
Ch. 10
Albany,
Ga.

WJHG-TV
Ch. 7
Panama City,
Fla.

GRAY TELEVISION, INC.

Raymond E. Carow, General Manager
Represented nationally by Venard, Rintoul,
McConnell, Inc. In the South by James S.
Ayers Company.

SPONSOR ASKS

(Continued from page 40)

1. While the new 30- and 40-second commercial lengths may not be widely adopted by spot advertisers until later in the season, their availability will lead to the adoption of a preemptible rate card feature by still more stations. Already the principle is in use by the New York flagship stations of all three networks. Concurrently, there will probably be much more Section II buying where the preemptible feature makes this possible—as a means of getting better-than-ever advertising efficiencies.

2. The appearance of Nielsen's Market Evaluation Service—disclosing, within advertiser sales districts, wide variances between network advertising impressions and sales—will serve to point up even more dramatically the need to "heavy up," through spot tv, those market areas in which additional advertising pressure is required.

3. Individual stations will develop more "special" and local interest programming, which advertisers will employ to achieve greater market impact and local identity than ever before. Blair-TV's Special Projects division is concentrating on this activity and reports warm response from advertisers. This approach includes a more effective use of television to reach specialized audiences, making the medium more attractive to smaller advertisers who may have felt they could not compete with the "big boys" in terms of budget and saturation.

All in all—aided by stepped-up competition from the networks in selling "participations" rather than true sponsorships—the 1961-1962 season will undoubtedly go down as a buyer's market in spot television. The new 40-second breaks have the effect of making a three-station market, for example, into a five-station market, in terms of the number of prime time spot availabilities. We feel both new and established advertisers will be looking to take advantage of this buyer's market.

Edward W. Lier, sales supervisor for Eastern stations, Avery-Knodel Inc., New York

The utilization of the forty seconds available between network shows in prime time will most certainly affect some buying patterns this fall.

The 10-second advertised is 15 with the toughest problem of The I.D. advertiser will be faced the pre-emptions of many of prime spots by 20's, 30's, or 40's. Therefore, the I. D. advertiser is apprehensive about his prime spots. Some agencies have asked for commitments from stations as to whether or not their I.D.'s will be subject to pre-emption by the longer commercials. If the majority



I.D. clients should consider longer commercials if his spots are heavily pre-empted

prime I.D.'s are pre-empted during the fall, the I.D. advertiser will be forced to consider going to the longer commercials. This could increase demand for 20-second breaks in prime time.

Advertisers using 20-second breaks seem to be following the same pattern as in the past by seeking to buy top-rated breaks in prime time. Some buyers are concentrating on the middle 20-second breaks within one hour of network shows where the break is limited to 30- rather than 40-seconds.

The demand for one minute breaks and participations in fringe prime time is as heavy as it has been in the past. The demand in this area will again quickly exceed the supply of minutes considered efficient by agency standards.

Advertisers seem to be hedging the purchase of 30-second and 40-second station breaks which will be available this fall. There are many factors which contribute to the hesitation on the part of the advertiser to plunge into the purchase of longer commercials. First, production problems involved in the 40-second break have not been ironed out. Secondly, until such time as the price of 30- and 40-second breaks is firmly up by all stations agencies will be unable to evaluate the efficiency of the longer break. Inasmuch as 30- or 40-second breaks in spot tv will be competitive with network participation, the demand for this type of commercial will hinge on its efficiency as compared with the efficiency of network participations.

YOU CAN'T MISS

**with the
"BIG CHEESE" in Wisconsin**
Not only 3/4 million people
but 2 million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE

RADIO

delivers more
for the
money



Modern new City Hall of Modesto — Stanislaus County seat.

Stanislaus County is an important market in California's great Central Valley. It is the 9th county in the entire United States in total farm income. Also, it is the first county on the Pacific Coast and 18th in the United States in retail sales per household — \$5,107.00 per household. (Sales Management 5-10-61)

Stanislaus County is part of the area covered by Beeline station KBEE, Modesto. In fact all the important California Central Valley and Western Nevada markets are sold on the Beeline stations. And Beeline Radio delivers more of their radio homes than any other combination of stations, at the lowest cost per thousand. (Nielsen Coverage Service Report #2, SR&D)

McClatchy
Broadcasting
Company



SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

SPONSOR WEEK WRAP-UP

FAIR LADY AT THE FAIR. Connie Mitchell, singing star of station WBBM, Chicago, was mobbed by enthusiastic fans seeking autographs at the Chicago International Trade Fair. WBBM took three of its live musical shows to the Fair for live origination complete with bands, m.c.s, and singers. The total audience who saw the live shows is estimated at 50,000 people



Advertisers

The Advertising Federation of America, through its general counsel, John J. Ryan, took a strong stand in opposition to certain legislation proposed by the FTC.

The FTC seeks authority to order a temporary cease and desist order without due process of law in a proceeding before the House Committee on Interstate and Foreign Commerce in Washington.

Ryan declared that this suggested legislation, contained in seven pending bills, "gives to an administrative tribunal, responsible to nobody, the electorate, absolute power to join the activities of any person, natural or corporate, whenever in its discretion it shall deem this desirable."

General Mills' stockholders, at their annual meeting this week, were told that the company spent \$33.3 million for advertising in 1967.



SEVEN SISTERS FUND. (L-r) Linda Sefer, Horace D. Nalle, v.p. and gen. mgr. EWR&R, ad agency which started fund, Harvey Glascock, v.p. and gen. mgr. WIP. Ph. WIP broadcast appeal for seven Schaefer girls whose father died in auto accident in June; mother died in child-birth in May.

TWENTIES REVISITED. Standing, Sam Mores, press agent, Rogers & Cowen, L. Ed Hyman, KONO-TV. Seated, Hubert Hernandez, driver of 1928 Buick used by KONO-TV, San Antonio, to publicize 'Margie,' series of 1920's, premiering 12 Oct. on ABC.

year, an increase of \$1.4 million over the previous year.

Gerald S. Kennedy, chairman of the board, said that the company had record sales total of \$575,512,000. There was also an increase in the number of shareowners from 19,000 last year to the present 24,000.

Campaigns:

H. J. Heinz (Ketchum, MacLeod & Grove) has announced its third annual Soup 'n Crackers tie-in promotion. It will include eight NBC daytime tv shows, in addition to regular Heinz commercials, during the three month period starting in September.

Great Western Foods (Jack T. Holmes & Associates) Texas, will promote its Ranch Style beans in a saturation of the Southwestern market. Schedules were built around office, shopping, and weekend times with one-minute radio commercials. **Colorforms**, Norwood, N. J., (Ludner) claims to have solved the peaks and valley problem of the toy

business. The company says its summer sales are up 46%. Its advertising includes the *Captain Kangaroo* show on 170 CBS stations on a year round schedule, as well as saturation spots in 40 key markets.

Rayco (Mogul, Williams & Saylor) a division of Goodrich, will launch a promotion next month for four new products and service: tires, batteries, brakes and wheel alignment. Rayco will use 11 new one-minute and 20-second commercials for its accelerated tv schedule which covers 61 stations in 52 major markets with a frequency ranging from five to 25 announcements per week in each. It is centered in late evening and prime time. Radio will be used on 73 stations in 59 markets airing a saturation spot schedule.

PEOPLE ON THE MOVE: M. Robert Shaffer has been named to the new position of director of marketing for all St. Louis sales divisions of International Shoe.

Merger: Kiwi Polish, Pottstown, Pa., has acquired the Cavalier Company. This will give Kiwi much greater facilities in both merchandising and manufacturing.

Agencies

Agency appointments: Foster Broadcasting Company, California, to **Ball Advertising**, Palm Springs . . . the Chicago Packers (National Basketball Association) to **Malcolm Howard**, Chicago . . . Permaflex Products to **George L. Mallis**, Philadelphia . . . Baker Clothes to **Rose-Martin**, New York . . . the Library of Sound Education, Inc., to **Mohr & Eicoff** . . . Salada-Shirriff-Horsey for its Salada-Junket division to **Cunningham & Walsh** from Doyle Dane Bernbach . . . Botany Industries' House of Worsted-Tex to the **Rockmore Company** . . . United Tours to **Grant Advertising** . . . Lake Central Airlines to **Shaw Agency**, Chicago . . . Lechmere Sales (Please turn to page 64)

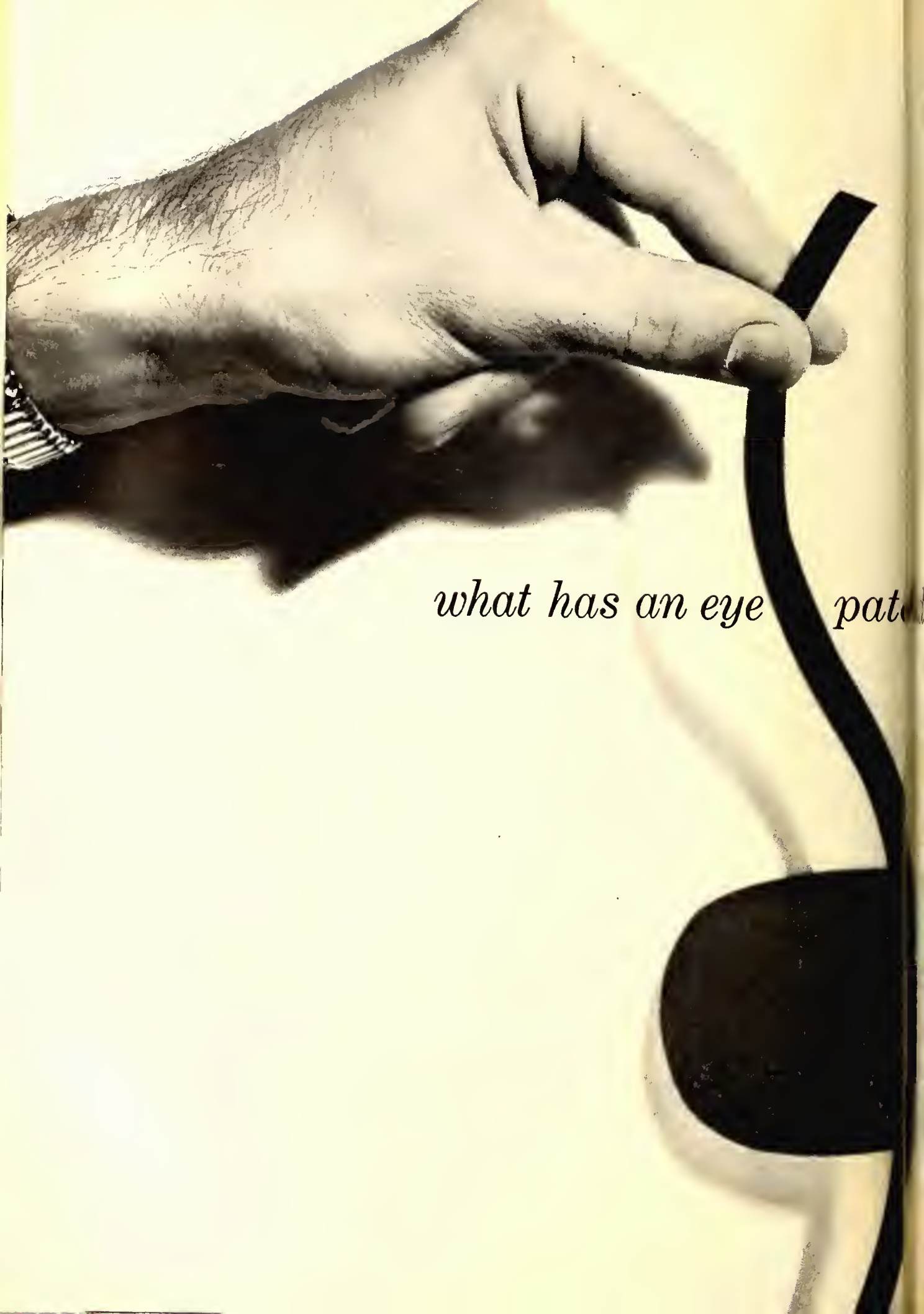
CK 'EM UP PARDNER. Tv star Chuck Connors (of the 'Rifleman' show fame) holds up Gus Anderson, Dave Redman with Jackie Jensen bat during recent interview on WNAC-TV, Boston



TALENTED BEAUTY. WWDC, Washington, D. C., sponsored the Miss Washington contest, rating talent, 50%, face and figure 25%. Judges were (l-r) Mike LaTerre, Peerless Adv., Ray Fertekos, K & E, Dick Pickett, FC&B, Harold Simpson, Esty, all of N.Y.C.



PLANS ARE SET for new studios at WITI-TV, Milwaukee. Examining the architect's sketch are Roger W. LeGrand, WITI-TV mgr., George B. Storer, Jr., pres., George B. Storer, chairman of the board, Storer Broadcasting



what has an eye pat

do with you?

Two things.

One—it points out how brilliant a job advertising can really do. Two—it proves that the advertiser who does it generally winds up with the business.

The moral is obvious.

Which brings up two things more.

One—there are some 7500 men and women involved in the purchase of national spot. Of this number—the top 2000 control over 95% of the total business. We call them the “influential 2000”. The most economical way to pre-sell this “influential 2000” is via a schedule in SPONSOR because SPONSOR has the greatest penetration of influence with this “influential 2000” of any book in the broadcast field.

Two—give your ads a “patch” of individuality. Without it—the page you buy is empty. With it—you can spark a purchase, increase a schedule, motivate a new appraisal, change a buying pattern and build your station’s volume every year.

 **SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

40 East 49th St. MU 8-2772 New York 17



LEADERSHIP REQUIRES RESPONSIBILITY

And Sioux Citians are accustomed to KVTV's leadership on the local scene. The men of the KVTV Public Affairs team are well-known, as a result of their active participation in community affairs. They are listened to with respect. Above, Newsmen Charles Powell, Dick Compton, Bob Billman and Program Director Clark Pollock discuss with City Manager Connie Bodine (center)

a model of the new 18 million dollar Floyd River flood control project. The project, now under construction, will eliminate future flood problems in the Floyd River basin. This team produces KVTV's award-winning monthly documentary "Channel Nine Reports," one of many News and Public Affairs programs that has earned the continuing attention of Siouxland.



CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WCAR	Cleveland, Ohio
WRFD	Columbus-Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia

WASHINGTON WEEK

28 AUGUST 1961

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SPONSOR

PUBLICATIONS INC.

As the heat builds under individual broadcasters and networks, things cool down for sponsors: the men who pay the bills are no longer blamed for all the ills in the industry; they even sometimes hear friendly words.

The practical effect is that virtually nobody in Washington is now still thinking in terms of removing broadcasting from the control of advertisers and/or ad agencies.

Blame for real and imagined programing shortcomings is now diffused, and is frequently contradictory. The networks remain under about as much fire as ever. However, considerable energy is currently being expended, particularly over at the Department of Justice, on the question of whether one or two talent agencies are so powerful in this field that networks must do their bidding.

Congressional hearings have produced an added starter—Hollywood. There have been charges that crime, violence and “mediocrity” are caused by the big part Hollywood is now playing in filling tv hours, and particularly network air time.

Probably the shift toward multiple sponsorship has had a good deal to do with it, but there has been no talk during the present Congressional session about the “magazine concept” for tv. When the fire was hottest on sponsors, some of the lawmakers were suggesting that advertisers be restricted to buying time, rather than programs.

There is now more talk within the FCC and in Congress about sponsors who seek to bring the public cultural or public service programs, with affiliates refusing to clear time, than there is about sponsor domination.

This is an important, but almost completely unrecognized, change in the Washington atmosphere this year.

The question of programing monopoly remains, however: there is almost certain to be action on this front, and probably from two directions.

There is little doubt that the Department of Justice will bring one or more antitrust suits, unless the FCC uses its regulatory powers in the way Justice thinks they should be used. Justice remains interested, as it has been for several years, in network control as well as in the opposite situation of talent agency control.

The FCC is, itself, the second direction from which action is almost sure to come. This situation is getting the lion's share of attention from Dean Roscoe Barrow, recalled by the FCC as a consultant to its network study staff. He headed the staff when it produced the controversial Barrow Report.

Congress pushed through the FCC reorganization law: the Commission now has practically everything asked for it in the President's own reorganization plan.

The exception is the fact that most of the new power is lodged in the seven commissioners, rather than in the chairman. This is something less than significant, in view of the fact that the FCC majority will go along with Newton Minow on all reorganization steps. The original plan would have given Minow neither less nor more power to lay down new rules and regulations.

Even before the new law was enacted, the FCC had delegated power to its broadcast bureau to act on unopposed applications for new am and fm radio stations, and for minor changes in facilities.

(Please turn to page 61)

FILM-SCOPE

28 AUGUST 1961

Copyright 1961

SPONSOR

PUBLICATIONS INC.

Keep a close watch on both half-hour and feature film programing change ahead on CBS o&o's.

First of all, KNXT, Los Angeles, is sweeping out five syndicated shows at 7-7:30 p. to make way for a news build-up to an hour a day.

Shows departing the strip are Assignment Underwater, Dangerous Robin, Lock Up, Shotgun Slade, and Third Man.

But there's a cushion: it's understood in this case the move is strictly to meet local conditions and is definitely not a syndication vs. news test for the CBS o&o's large.

At the very same time KNXT is taking a lead among CBS o&o's in feature film strips a blocks.

Starting 15 September there'll be Big Hit Movie Weekend, a Friday-Saturday-Sunday-Late Show strip, first of its kind on a CBS o&o.

That's not all. Earlier that week "best seller" pictures—a theme already tried on KMO TV, St. Louis—will be **used on weeknight Late Shows**, and then the whole thing will be repeated the following week on the Early Show. Then in October the Early Show will have movie classics, using two days for a picture if needed.

KNXT's feature films are also to get the heavy promotion treatment.

The booming cartoon market is bestowing its favors on the newcomers as well as the old suppliers.

Witness the progress of TPI-UPA with Mister Magoo and Dick Tracy, and before the Trans-Lux with Felix the Cat.

Another cartoon producer, King Features (which has one of the two Popeye packages syndication) is also reportedly on the brim of its **first network deal: Samson, Samson and Delilah, for September 1962.**

Among the older companies riding the cartoon wave are Screen Gems, CBS Films, and theatrical-cartoon distributors such as UAA and Seven Arts.

Third station group to pick up the Encyclopaedia Britannica library from Trans-Lux TV is the Taft group.

Purchase of 700 subjects is for five years beginning September. Stations are: WKRC-TV Cincinnati; WTVN-TV, Columbus; WBRC-TV, Birmingham; and WKYT, Lexington.

Two stations groups that previously bought the library are WBC and Time Inc.

Add nine station deals and two sponsor sales to the Ziv-UA list for Ripcord.

Sponsor sales are to National Tea (Lelienfeld) on WGN-TV, Chicago, and Hartz Mountain (George H. Hartman) on WRCV-TV, Philadelphia.

The station sales involve WNAC-TV, Boston; WTIC-TV, Hartford-New Haven; WJAT-TV, Providence; KSD-TV, St. Louis; WFMJ-TV, Youngstown; WCHS-TV, Charleston-Huntington; WBOY-TV, Clarksburg; KNOX-TV, Grand Forks, and KCND-TV, Pembina.

Incidentally, Ziv-UA is preparing what it says are the **most extensive merchandising aids ever used in syndication for its Everglades series.**

Seven Arts Associated's **Films of the 50's** is now in 104 markets (Volume I) and its second release is already in 39 (Volume II).

Latest sales are: WXEX-TV, Richmond, both groups; plus first group to WBIR-TV, Knoxville, and KBOI-TV, Boise, and second group to WFMY-TV, Greensboro, and WILX-TV, Jackson.

By the way, Seven Arts points out that many stations are doing very well with pre-sale of post-1948's although not to begin until fall. Six examples are KLZ-TV, Denver; WGN-TV, Chicago; KVII-TV, Amarillo; KTVK, Phoenix; WOR-TV, New York, and KHJ, Los Angeles.

John Mitchell, sales v.p. of Screen Gems, has been elected a member of its board of directors.

Among Screen Gems' other personnel moves this week were the election of Berton Schneider, business director, as assistant treasurer, and the resignation of Far East chief Al Zecha.

Elsewhere, also on the international front this week, came MGM-TV's hiring of John B. Spires as European and British sales chief, and Fremantle International's acquisition of sales rights in certain countries to five Official Films off-network re-runs.

WASHINGTON WEEK

(Continued from page 59)

Set to be delegated by the full Commission are most minor contested cases. **There will be a right to request review of the decisions by the full Commission, but the bids can be refused.**

It appeared in the last feverish month before the August recess that the Commission was moving with great speed on a broad range of important questions. The idea of the reorganization is to keep matters before the FCC moving with equal or even greater speed. **Theory is that freeing the commissioners from the need to handle unimportant cases will turn the trick.**

Overlooked detail in all of this is the fact that most delayed decisions were postponed only because they were too hot to handle. The reorganization plan will do nothing to change the complexity of the problems, but the determination of chairman Minow and other commissioners to reach quick decisions may.

Adoption of new programing forms and new requirements for station logs will be delayed, FCC speedup notwithstanding.

Industry opposition has been terrific, and the Commission was set to put off the final deadline for filing arguments from 7 September until very late fall or early winter. Beyond that, there will be further delays to give full consideration to industry complaints.

Disposition of the Commission appears to be to meet **technical objections rather than objections of substance**. That is, where the requirements are said to be cumbersome and unduly burdensome, the FCC will likely be willing to simplify. But essential requirements leading to a closer check on actual programing performance will be retained under present thinking.

The Commissioners are apt to take seriously any complaints—if they find them justified—to the effect that there will be too much detail for the manpower available at small stations.

There will, however, be no relaxation along the front of requiring station performance to match promise when license was secured. Nor the requirement for ascertaining community needs and taking affirmative steps to meet them.

SPONSOR HEARS

28 AUGUST 1961

Copyright 1961

SPONSOR
PUBLICATIONS INC.

Chun King (BBDO) apparently believes that if your agency can't accomplish it for you, try it yourself.

The victualer has addressed letters direct to radio stations about the possibility of turning bonus spots, after BBDO had been virtually turned down by all radio reps.

It puts the stations in a ticklish position: they'd like to be firm but tactful and without blowing the business.

K&E wants it known that Lincoln-Mercury factory money is never involved in a dealers' campaign.

Also, that the agency has never attempted to place a factory schedule at low rates, even though its buying policy has always remained the same: "to see that all our clients get the best possible advertising at the most economical cost."

As for a dealer being able to get a local rate for his association buy, K&E "will go all out provided it will result in a more efficient buy."

The raiding of rep sales staffs by the station groups that have gone in for their own national selling is causing quite a turnover in some organizations.

What this will do to salary levels is still problematical.

Look for Hallmark (FC&B) to move into the open-stock social stationery field and use a tv special to introduce the line in time for Christmas gifting.

Last season Hallmark broke out with a gift-wrapping line.

Edward Benedict, Triangle's radio-tv national sales director, says that Triangle "has absolutely no intention of setting up its own national sales organization."

Another report that he denies: he has been surveying agency media directors with regard to the relative merits of representative vs. group operation in the area of national sales effort.

The Beech-Nut and Mobil deals, by filling in minutes on alternate weeks, have served to ease a tension situation for the tv networks: affiliates can no longer complain about having to carry some shows unsponsored on alternate weeks.

Stations here and there have indicated that in such instances they'd rather pass up series altogether and replace it with syndicated shows.

BBDO has gone in for a massive pruning on the account side of its du Pont account.

The result has been a lot of tightening up of controls, making the whole thing more manageable.

Remember the time when radio could boast sets outnumbered home bathtubs?

Well, tv can't make a similar claim with regard to electric refrigerators. The latest census shows that these mechanical iceboxes are in 98% of all U.S. homes."



NOT EVERY MAN'S A KING in the up-and-coming KSLA-TV area...but most of the folks live like it. From their gleaming offices in sparkling new glass-and-steel skyscrapers to their smart air-conditioned suburban homes, *they live it up . . . and love it!* The big majority of them (check the figures) look to KSLA-TV for news they believe . . . programs they stay at home to watch. Ask our reps . . . Harrington, Righter and Parsons . . . about the *naturally rich* KSLA-TV market.



KSLA-TV SHREVEPORT, LOUISIANA

WRAP-UP

(Continued from page 55)

to **Bresnick**, Boston . . . Renault cars in Canada to **Grey Advertising Ltd.** . . . San Giorgio Macaroni to **Ketchum, MacLeod & Grove**, Pittsburgh . . . Nic-L-Silver Battery Company, Santa Ana, Cal., distributors of Sun Power batteries to **Beckman, Koblitz Advertising**, L.A.

PEOPLE ON THE MOVE: **Sam K. Beetham** to director of the new radio-tv department of Chapel and Associates, Mansfield, O. . . **Alfred C. Gary** to account executive on the Technicolor account at K&E, L.A. . . **Lucille Rogers Wooding** to media department of Horton, Church & Goff, Providence, from research supervisor at Compton, New York . . . **A. Michael Frothingham**, v.p., secretary and general counsel for Ted Bates elected senior v.p. in charge of corporate affairs . . . **James F. Ryan**, v.p. and account supervisor at Donahue & Coe, has been elected a member of the agency's board of directors . . . **Weston Elliot** to tv-radio account executive at Needham, L&B, Chicago, from L&N and CBS TV, Hollywood . . . **F. J. Brown** to account executive at Tatham-Laird, Chicago . . . **Norton W. Mogge**, president. **Tom D. Scholts**, v.p. and **Luther Myhro**, art director, all at Atherton Mogge Privett, will join Wade, L.A.; Mogge will become senior v.p., Scholts will serve as account supervisor, and Myhro as creative assistant.

New quarters: The **Mervin & Jesse Levine** agency has moved from the Herald Square area, where it had been located for the last 37 years, to an uptown address at 1270 Avenue of the Americas.

Agency merger: **George L. Mallis** will consolidate with **Adams & Cooper**, also of Philadelphia. The combined agencies will operate as **George L. Mallis, Inc.**, with **Robert E. Adams**, formerly president of **Adams & Cooper**, as v.p.

Happy anniversary: **Goodwin, Dannenbaum, Littman & Wingfield**, Houston, celebrated a 22-year relationship with O. J.'s Beauty Lotion Company, Shreveport, La., with

a luncheon for the officers of the company.

Stations on the Move

KXLY (AM-FM-TV), Spokane, Wash. has been sold to the **Morgan Murphy** group of newspaper and tv properties from **Norman Alexander** and **Joseph Harris**, both of New York.

The Murphy organization purchased **KXLY-TV** for a price of \$2,600,000 and **KXLY-AM-FM** for \$650,000. The stations, sold on 12 August, were brokered by **Blackburn & Company**, Washington, D.C.

The transaction is subject to approval by the FCC.

TOTAL STATIONS ON THE AIR
(as of 1 August 1961)

AM: 3,609

FM: 896

TV: 545

BOUGHT/SOLD/APPROVED

Sold: **KASO**, Minden, La., to **Harold (Boe) Cook** from **Frederick A. W. Davis** and **Jimmy Hugh**. The price: \$50,000. Brokered by: **Hamilton-Landis & Associates, Inc.**, Washington, D.C. . . **WYSL**, Buffalo, N.Y., to **Leonard Walk**, **James H. Rich** and **Bernard Friedman**, owners of **WAMO**, Pittsburgh, Pa., from **The McLendon Corp.** The price: \$230,000. Brokered by: **Blackburn & Company**, Washington, D.C. . . **WOOO**, Deland, Fla., to **Polaris Broadcasting** from **Trio Broadcasting, Inc.** The price: \$75,000. Brokered by **Paul H. Chapman Company**.

Associations

The **Public Relations Society of America** will have **Edward R. Murrow** as their guest at the Society's 14th National Conference.

The conference, slated to begin 13 November in Houston, will be keynoted by **Murrow's** address entitled "Communications—A Vital Force in World Relations."

Two stations, **WCON**, Cornelia, and **WGAU**, Athens, will begin testing the FCC's proposed program form and logging requirements on 27 August for the **Georgia Association of Broadcasters**.

A full report of their findings will be made at the **South East Radio-Seminar** in Atlanta, 15 September.

GAB president **H. Randolph Hader** of **WGAU** said, "We are elated over the decision to postpone the deadline for comments on the program form until 1 October, and think the Nation's broadcasters will provide the FCC with the information it seeks to gain eventual re-revision of the form." (See **Washington Week** page 61 for latest FCC position this.)

Tv Stations

Ideas at work:

• **WJBF**, Augusta, Ga., and its sponsor of the **Top Ten Dance Party** show, **Lay's Potato chips**, is conducting **Turnabout Tunes** contest. Viewers who identify hits in the past will win a prize.

• **KTLA**, L.A., has prepared a brochure called **Declaration of Independence** being sent out along with a release concerning the station's fall presentation.

• **KTVT**, Ft. Worth, promotes its power boost to 316,000 watts by gifting timebuyers and other agencies people with frozen prime Angus sirloin steaks.

D. W. Onan & Sons, Florida manufacturer of emergency electric generators, is the sponsor of the **Florida Defense Network** for weather broadcasters.

This was announced by **Lee R. Smith**, president of the **FAB** and general manager of **WTVJ**, Miami. He said, "This is the first time, as far as we know, that broadcasts by state defense network have been sponsored."

The **SICA** obtained permission from the FCC to allow sponsorship last year, but at that time it was too late in the season for broadcasts to be commenced.

RCA Victor is promoting color tv set sales with three **Color Nights** this fall.

This will come about during the peak periods of the fall selling season and on nights when color telecasting is particularly heavy so that the dealer can give profitable in-store demonstrations.

The events have been scheduled for

October, 1 November, and 6 December.

PEOPLE ON THE MOVE: Barry Leoghegan to account executive and John S. Kirk to assistant general sales manager, both at WABC-TV, New York . . . Tom Burkhardt to assistant national sales manager at WTVJ, Miami, from regional sales manager at WLOS-TV, Asheville, N.C. . . . J. J. Bernard, v.p. and general manager of KTVI, St. Louis, has announced his resignation . . . Loyes Scott to local sales manager and Richard Ridgeway to sales staffer, both at KRCA, L.A. . . . Carroll Bagley to WNTA-TV, Newark, N.J. sales department from Screen Gems where he was account executive . . . Wally Meads to account executive at XETV, San Diego . . . Robert F. Hudson to assistant promotion manager at WBZ-TV, Boston, from supervisor of general services at the same station . . . Hal Hough to v.p. in charge of program services, CBS Tv stations division from director of program services for CBS radio stations.

Kudos: WHIO (AM-FM-TV), Dayton, O., was presented with a special Ohio State award for the promotion of Civil Defense on WHIO radio . . . WTAE, Pittsburgh, Pa., received the First Annual Pennsylvania Traffic Safety Award for supporting the Governor's traffic safety program through an intensive campaign of spot announcements.

Radio Stations

WIBG, Philadelphia, envisions the day when the Philadelphia Phillies might reach the all-time-high and has joined a crusade to give the team moral support.

It seems the Phillies have lost 23 of their last 24 games—so the station is offering a clock radio to the player who comes up with the most hits in their 22 August game.

Personality Jerry Stevens, critic of the Phillies, finally became more positive—and generous—and offered a stereo record player to the first Phillies player to hit a home run.

The other staff dj's issued the following statement: "We do not play to organize a baseball team as has

been recommended. With public support, the Phillies can join WIBG in the number one spot."

As a new feature of RAB's management conferences, the nation's "multi-million-dollar merchants" will be psychoanalyzed.

The RAB, after researching the special world of the top retailer, will give radio station sales management a close look at the modern and complex operation of the large-scale retailer—the department store.

Ideas at work:

- WCBS, New York, has sent around advance copies of sports-caster and former Giant star Frank Gifford's 1961 All-Pro Football magazine.

- KPFM, Portland, Ore., and sponsor, Federal Savings Bank, will enter 64 one-hour shows previewing the Portland Symphony Society's coming season. Members of the symphony's music committee will act as commentators.

- WOWO, Ft. Wayne, dj Bob Sievers celebrated his 25th anniversary at the station by broadcasting from his front lawn and the town came out with Bob Siever's day.

- WMCA, New York, found that its Barry Gray show oversold Liquical's 25¢ discount offer.

- WJPS, Evansville, Ind., sealed its dj, Dave Wood, in a fallout shelter for a two week stay. On 25 August he will be taken from the shelter and examined by a team of doctors.

- KBUZ, Phoenix, Ariz., delivers a carnation to agency receptionists every week.

- Metropolitan Broadcasting entertained some 200 timebuyers and account executives, representing 54 New York City advertising agencies. It was a sea-going party, sponsored by Metro's WIP in Philadelphia, riding high on the Hudson Bell, a Manhattan touring boat. "Captain" Harvey Glascock and his WIP crew played hosts to the groups for the moonlight cruise and cocktail party.

PEOPLE ON THE MOVE: Hal Hirschmann to sales manager of KROD, El Paso, Texas, from local salesman, same station . . . Richard Morrison to v.p. of Richard H. Ullman . . . Joseph Aley to national and regional sales manager at KCEE.

Tueson . . . John Rhys Evans to sales staffer at KOL, Seattle from KMCS-FM, Seattle . . . William M. Beyea to sales staffer at WVOX, New Rochelle, New York . . . Gar Meadowcroft to general manager at WPON, Pontiac, Mich. . . . V. A. (Buck) Buchanan to account executive at WCCO, Minneapolis-St. Paul . . . Philip Leopold to director of sales development and advertising at WABC, New York, from account executive at WINS, New York.

Programing: Personality Scope, Beverly Hills, Calif., will release Maurice Chevalier's show *This is Paris* on the *Celebrity Five* series of five-minute five days a week radio programs now airing on 1,027 radio stations in this country.

Expansion: Intermountain Network, Salt Lake City, has announced the addition of six affiliates bringing its strength up to 55 stations located in the eight states.

Happy birthday: KFRC, San Francisco, celebrates its 37th anniversary in September. The station was first licensed to broadcast on 24 September 1924.

Social note: WBMD, Baltimore, had general manager Carl Brenner hosting a Stork Club luncheon for key media and research people from 11 of the city's top agencies.

A very old gag: WQAM, Miami, dressed its dj's in chefs' outfits and sent them to fry eggs on the sidewalks. But it wasn't hot enough and an acetylene torch had to be used to heat the sidewalk.

Kudos: WIIK, Cleveland, O., was named one of the 12 national winners of the Annual Outstanding Point-of-Purchase Displays by the Screen Process Printing Association.

Networks

Tv specials sales: The presentation of AMPA's annual "Oscar" awards in 1962 will again be sponsored by P&G on ABC TV. It will also be broadcast over ABC Radio. P&G (Grey) sponsored the "Oscar" telecast 17 April last on ABC's first telecast of the event. The Network has an

exclusive five year contract with the Academy. The 1961 "Oscar" show was carried by a record 288 ABC TV stations and more than 200 ABC Radio stations.

Tv specials: A one-hour Tv spectacular over ABC-TV at 9 p.m. on 13 September will introduce the consumer public to a new record-product about to be launched by General Harmonics and Video in conjunction with Beccham's Brylcreem. The promotion will feature Connie Francis doing an album of songs never before recorded by her and the special will be the *Connie Francis Show* with Art Carney as guest star.

PEOPLE ON THE MOVE: Edwin T. Vane has been appointed manager of daytime program operations at NBC TV. He joined the network as a page in 1945 while attending Fordham University and became manager of audience promotion in 1956.

Tv sales: The Ideal Toy corporation will sponsor the *Bullwinkle Show* in color on NBC TV from 7 to 7:30 p.m., Sunday nights. The same sponsor will take *Maverick* on ABC TV from 6:30 to 7:30 p.m. The time conflict on the two programs is explained by the fact that different products will be advertised.

Representatives

RKO General will hold its first sales clinic for its newly-organized National Sales division 22-25 August.

The sales staff meeting, to be held in New York, will include members of the division's New York, Los Angeles, and San Francisco staffs.

The four-day program will have as

its objective the orientation of the sales staff to the seven-city RKO General group. Sales managers of the stations will make presentations.

Select Station Representatives has announced the opening of a Chicago office to service the Midwest area.

The new office, located at 333 No. Michigan Ave., will be in the hands of Irwin W. Unger, previously with Headley-Reed.

Rep appointments: WACE, Springfield Mass., and WKST, New Castle, Pa., to **Spot Time Sales** for national coverage . . . WMNI, Columbus, O., to **Ohio Stations Representatives** for the State of Ohio . . . KUZN, West Monroe, La., to **Breen & Ward Radio Representatives** . . . WQXQ, Daytona Beach, Fla.; WTID, Norfolk, Va.; WHBG, Harrisonburg, Va.; WELK, Charlottesville, Va.; and Radio Alabama Network, all to **Hal Walton Associates**.

PEOPLE ON THE MOVE: A. J. Polley to manager of the Chicago office of Hal Walton Associates . . . Thomas P. White to account executive at Adam Young . . . James M. McMullin to account executive with Advertising Time Sales . . . Richard E. Charlton to manager of the Chicago office of Henry I. Christal Company . . . Gerry McGavick, Jr., to sales staffer at Venard, Rintoul & McConnell from senior sales service representative at NBC-TV . . . Duane Harm to tv account executive at Avery-Knodel in Chicago . . . S. James (Jim) Matchett to sales staffer at the Chicago office of Robert E. Eastman.

New quarters: Hal Walton Asso-

ciates has opened a new West coast office at 1046 South Olive St., L.A.

Facts of the Week: Robert Eastman Company notes that men are exposed to spot radio for so many hours per week. Most of this takes place while dressing, shaving, drinking, etc.

Film

WMAR-TV, Baltimore, bought three packages of feature films produced and shown in the 1950s, plus a few older numbers.

Thirty-nine of the films bought come from the Seven Arts package with another group of 25 titles acquired from National Telefilm Associates. The third package included older releases, one of which is Somerset Maugham's *The Razor's Edge*.

PEOPLE ON THE MOVE: John H. Mitchell elected to the board of directors at Screen Gems. Mitchell is v.p. in charge of sales . . . Gerald Mandel to director of the educational film division at Sterling Television . . . Jerry Kurtz to v.p. in charge of sales at Television Enterprises from Official Films.

Public Service

WCAO, Baltimore, again proves its strong identification with the community by raising over \$10,000 for mentally retarded children.

The money will go towards building a wing on Angel's Haven, a non-profit residential home for mentally retarded children.

The station's announcers ran a competition in order to raise the money among listeners.

Kudos: WTIC, Hartford, Conn., became the first Connecticut recipient of the United States Army Outstanding Public Service Award. The station was cited for its unselfish action and consistent help in telling the story of the North American Air Defense Command and its mission to protect America from hostile air attack . . . WSB, Atlanta, Ga., has been presented a Certificate of Merit by the Radio Free Europe Fund (Crusade For Freedom, Inc.) for invaluable help in the "Radio Free Europe

Q.

How can I protect and control negatives of our TV spots?

A.

Let **BONDED** catalog and store your pre-print material at its Fort Lee, New Jersey warehouse.

**BONDED
TV FILM
SERVICE**

NEW YORK
CHICAGO
LOS ANGELES
TORONTO



A Division of
NOVO INDUSTRIAL CORP.

very
import
pe
will
on
side

8th ANNUAL CONVENTION

WALDORF ASTORIA

November 6-7-8

NEW YORK, N.Y.



BROADCASTERS' PROMOTION ASSOCIATION
P. O. Box 9736, Cleveland 40, Ohio

Please rush me more information about BPA

Name_____

Company_____

Address _____

City _____ State _____

Fund's Campaign." . . . **WHIO**, Dayton, Ohio, was presented with two awards for its continuing efforts on behalf of Civil Defense. The major national award was given to **WHIO-TV Presents** program, one of four such awards in the country, and a special state award was presented for the station's over-all efforts . . . **WFAA(AM-FM-TV)**, Dallas, Julie Benell news food editor and star of her own tv show, has received a presidential citation in recognition of her five part series on Civil Defense which she recently presented on her tv show and Southwest Central **WFAA-820** features. . . . **WCAU**, Philadelphia, played host to 5,000 people. The station's personalities invited listeners to join them for breakfast one morning at the studios. The substantial response brought listeners to the station doors as early as 6:45 a.m. for a huge breakfast consisting of fruit juice, eggs, bacon, sausage, coffee, rolls and coffee cake served buffet style outdoors on the station's parking lot. Local police dispatched special traffic details to handle the crowd, many of whom were people who stopped for breakfast on their way to work. Fifty-two hundred eggs were supplied by the Vineland Egg Auction. The event was the highlight of "eggs 'round the clock," a week-long public service campaign undertaken by **WCAU** to re-awaken consumer interest in eggs as an important segment of the daily diet. **WCAU** farm director Hugh Ferguson enlisted the station's aid in support of this program to help the large poultry and egg industry in this area regain markets they have been losing due to consumer loss of interest in fresh eggs.

Trade Dates

The 1961 Broadcasters' Promotion Association Seminar, to be held at New York's Waldorf Astoria 6-7-8 November, will have as its primary topic broadcasting's image.

This was announced by Dan Bellus, director of advertising and promotion for Transcontinent Television and program director for the BPA.

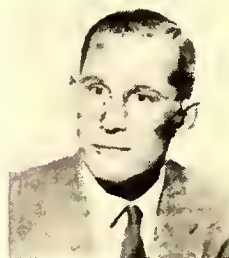
Discussions will include the relationship of station image to time-buying and selling as well as the importance of that image to the advertiser.

Tv and radio NEWSMAKER



James Theiss has been promoted to v.p. and general sales manager at Blair Television Associates. His background in broadcasting dates back to the earliest days of radio. Prior to joining Blair Tv Associates in 1956, he had spent several years in the media department of B&B, as a timebuyer on the General Foods and P&G accounts. Theiss was graduated from Seton Hall University where he majored in economics and business administration. He resides in Dobbs Ferry, N. Y. with his wife and three sons.

Norman Glenn has been promoted to the post of v.p. and associate director of the radio/tv department at Young & Rubicam. He began his career in the broadcasting and advertising industry at NBC where he was a sales promotion executive from 1950-51. In 1951 he became v.p. in charge of radio and tv at DCS&S where he remained until joining Y&R in 1956 as an account supervisor. Glenn was made v.p. and stockholder in 1958. He is a graduate of UCLA and received his MBA from the Univ. of Pennsylvania.



Wilmot H. (Bill) Losee has been elected president of AM Radio Sales Company. Donald H. McGannon, president since 1959, will serve now as chairman of the board. Losee previously served as v.p. and general manager. He has worked in the radio representation field with the Branham Company and John Budd Company and in television at WINS, New York. He is a World War II Navy veteran, and is a graduate of Duke University. Losee resides in Garden City, N. Y. with his wife Virginia.

Larry Waker has been named a member of the new Advisory Committee on Educational Tv by the North Carolina Board of Education. He is executive vice president and general manager of WSOC-TV, Charlotte. The appointment coincides with a new state policy on educational tv in state public schools. He was appointed by the Governor to the state's in-school tv experiment and is a member of the executive committee of the University of N. C. for educational tv. He joined WSOC-TV in 1955.



The seller's viewpoint

How does radio fit into the controversy created by FCC Chairman Minow's "vast wasteland" speech? Attention has been focused on tv programming since that caustic utterance, but here, Robert Pauley, v.p. in charge of the ABC Radio Network relates it to the radio field. He asserts that radio broadcasters should take the initiative, without awaiting possible direct word from the Federal Government, in upgrading their program content. Survey your community as to its needs and respond with appropriate programming, Pauley suggests, and he provides evidence that advertising support will follow.



Radio can upgrade programming, and prosper, too

FCC Chairman Newton Minow's speech at the recent meeting of the National Association of Broadcasters made a profound impression on the broadcasting industry, as you well know.

Although Chairman Minow did not mention radio specifically, we all feel that radio will not long be ignored and our affiliates are aware of this.

Soon after that speech, I was approached by several station managers whose attitude was: "Mr. Minow was a little vague. He didn't tell us what he expects from us."

My answer then was, and still is, "Don't wait for him to tell you, because once he does, you abrogate your responsibility to the Federal Government."

Simply be responsible. Do your job *before* you are confronted by federal criticism.

An example of what can happen when the government nudges stations lax in fulfilling part of their responsibility is the FCC's newly proposed rule which would require the station manager to survey his community to determine the public's programming desires.

This should never have reached the point where a rule was considered. Despite the difficulty it would necessitate in metropolitan areas, radio, nevertheless, should have analyzed its market long before the FCC told it to—not just to achieve big "numbers" but to fulfill the total obligation of a licensee to seek out the wishes and needs of all representatives of the community. The final determination, however, must lie with the station manager.

Radio is very sensitive. It treats *you* well if you treat *it* well. When you improve the quality of programming, you'll get your share of business or more and you will also be proud of your product. You'll attract quality advertisers and the community will respect you as a businessman, as an individual and as a *broadcaster*.

Quality is what the ABC Radio Network is selling. And quality is what the advertiser and the affiliates are buying.

For example, we are now spending twice as much on quality programming as we did a year ago and we are selling many more units for many more dollars. Our third quarter sales figures are 30-35% ahead of the third quarter for 1960. The same outlook holds true for the fourth quarter.

Why? Because of service-minded programs like *Flair*, for example. This program is proof that a public service type show will be accepted by stations and advertisers. *Flair* offers its listeners informative, quality features ranging from baby care, household hints, and advice on interior decoration to features on outer space, Wall Street, and physical fitness. ABC merely wrapped this information in a light and entertaining format and it quickly caught on with advertisers and affiliates alike.

But improving the quality of commercial programs is living up to only part of our responsibility. Broadcasters should continually strive to add quantity and quality to their news and public affairs programming. Here at ABC we have considerably increased our staff of news correspondents and we keep the news-minded public constantly alerted by bringing them nearly seven times more on-the-spot reports than we did a year ago.

We feel it an essential part of this responsibility to create our own public service programming rather than simply offer our facilities and lines to other people with their own pet ideas. In the past year we have achieved this goal of self-creation almost completely.

ABC Radio is aware of what responsibility means and we are doing our part to live up to it. As long as network radio can continue to do this, we need not worry about the Federal Government trespassing on the rights of responsible broadcasters.

SPONSOR SPEAKS

Again a liquor problem

The recent news that am and fm radio stations have agreed to take a schedule of announcements for Old Hickory Bourbon is most distressing.

The last time the hard liquor problem arose was in October, 1958, and at that time prompt, vigorous action by the late Hal Fellows, as NAB president, succeeded in dissuading the handful of stations who were tempted by the prospect of hard liquor advertising dollars.

We hope that Governor Collins will take equally prompt and effective steps to meet the new threat posed by the spot orders of the Ellington agency.

The reasons why hard liquor advertising must not be permitted on radio and tv are not blue-nose reasons. Nor do they constitute in any way, a condemnation of those who manufacture sell, or enjoy distilled spirits.

The reasons, as SPONSOR has pointed out many times, have to do with the special qualities of broadcasting itself, its penetration into the home, its advertising impact, its unique public service responsibilities.


Let's have quick industry action on this.

New approach to radio research.

While formal judgment will have to be reserved until the printed reports are available, the new radio research study on "station portraits" just announced by Henry I. Christal (see SPONSOR WEEK, page 7) seems to promise a refreshing and creative new approach to radio measurement.

The study, undertaken by Alfred Politz for WGY, Albany-Schenectady-Troy; WBEN, Buffalo; WJR, Detroit; WTIC, Hartford, and WTMJ, Milwaukee, each of which participated individually, will not be comparable in any way with regular radio ratings.

Its sponsors promise, however, that it will provide important new information, not only about the kinds and numbers of people to listen to radio but the places and times of day at which they listen, and about their awareness of the qualitative attributes of individual stations.

We're looking forward to seeing this new project. 

10-SECOND SPOTS

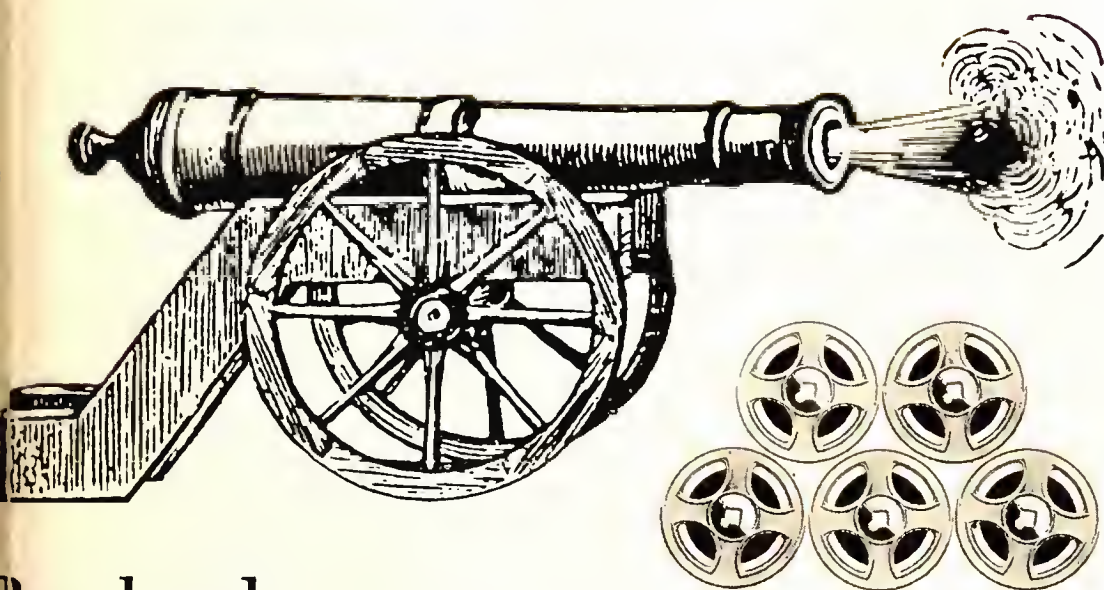
The size of things: One of the radio networks program-practices department has released the following memorandum: "For your incident information, when we questioned the use of the designation 'large size' on a Pepsodent commercial, we were advised that by industry agreement the large size is the smallest size distributed through the retail channels."

"See you in C-U-B-A": Following the recent wave of airplane snatching *The New Yorker* Magazine carried a cartoon showing the passengers of an airliner sitting comfortably, when suddenly a voice came over the loudspeaker announcing: "Buenos dias senoras y senores . . . this is your new captain speaking. . . ."

See the U.S.A. . . .! There's a world traveler in our editorial office who decided to "See the U.S.A." in his Volkswagen this summer. He told of one Wyoming town that was so small they had to put the entire Burma shave message on one sign.

Double-take: Paul Harvey recently closed his 8:55 a.m. EDT newscast on ABC Radio with an account of a automobile theft which was quickly solved because of the vehicle's distinctive noises. Because everyone in town was familiar with the rumbling issuing from the automobile's rear, the thief didn't have a chance, Harvey explained. Then he went into the familiar. "And now a word from our sponsor." but at that point he emitted a sound something like "whoops," followed by a slight pause, and finally, the sponsor's name, Mida Muffler.

Better bring lunch: A broadcast we know, taking a playful poke at a rival entertainment medium, has this to say about one of the recent crop of superlong feature films making the rounds at movie theatres: "I hear they're selling three categories of tickets for 'Exodus'—one price for adults, one for children under age 16, and one for those who turn 16 while in the theatre."



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